BROADCASTING

Broadcast Advertising

TECHNOLOGY DEPT.

PUBLIC LIBRA
FEB 23 1943
DETROIT

If *you* are selling today, WOR should be selling for you in each of these 16 great war-active cities of more than 100,000 people each . . .

BRIDGEPORT, CONN.
NEW HAVEN, CONN.
TRENTON, N. J.
NEWARK, N. J.
ALLENTOWN, PA.
PHILADELPHIA, PA.
NEW YORK CITY
JERSEY CITY, N. J.
PATERSON, N. J.
YONKERS, N. Y.
CAMDEN, N. J.
ELIZABETH, N. J.
READING, PA.
WILMINGTON, DEL.
WATERBURY, CONN.
HARTFORD, CONN.

May we tell you how simply, profitably, quickly this can be done? Our address is . . .

WOR

—that power-full station at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

RESULTS

10,176

"It's three o'clock in the morning" . . . and the Bunkhouse Jamboree takes the air on WLS, 3 to 5 A. M. ¶ For one week, six days, we offered a tobacco sample on this pre-dawn program. We received 10,176 requests! From all 48 states, Canada, Hawaii and the District of Columbia! To receive samples listeners were required to give their occupation . . . and we received mail from factory workers, soldiers, farmers, students, police and others. ¶ This breakdown gives a good picture of the WLS audience—made up of *working* families, people with money to spend. And it's another in a long series of advertising successes to prove once again that *WLS Gets Results!*

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

THE OAK TREE OF NEW ENGLAND RADIO IS THE YANKEE NETWORK

ITS acorn, WNAC, planted over a generation ago, took root firmly in the fertile New England soil and grew sturdily. Strong branches appeared and spread widely until the tree figuratively covered the expanse of six states.

Remember, this is not a group of conveniently hooked up stations for makeshift accommodation; but 21 stations with a ready-made network audience, each station enjoying the loyalty and good will that New Englanders reserve for friends of long standing.

Consider this stability and what it means in established acceptance, grown solid and substantial through the years.

It isn't the time to experiment with half way measures of unknown facilities . . . it's a time for all-out a-c-t-i-o-n—everywhere!

The Yankee Network is the only combination that can give you this all New England, sales-resulting coverage, more essential in 1943 than ever before.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Barber Jones has business to attend to . . .

He's gone to buy up time on KFAB . . .

Nowadays, when a good spot opens up on KFAB, there's no time to waste. Outstandingly productive in normal times, KFAB is a gold mine today, when farm men and women are spending the largest income in their history. This income is doubled and tripled by the *cycle* of its spending... from farmer to merchant to grocer to farmer, ad infinitum. KFAB governs the buying habits throughout the farm areas of Nebraska and neighboring states. Its listeners *buy* what KFAB recommends. And they'll buy the things *you* sell, if they hear your message over this station.

ED PETRY CO NAT'L REPR

KFAB LINCOLN, NEBR

DON SEARLE GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE KOIL

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 8 FEBRUARY 22, 1943

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February

No room for tourists this season, **BUT...**

BUSINESS IS BOOMING IN TAMPA!

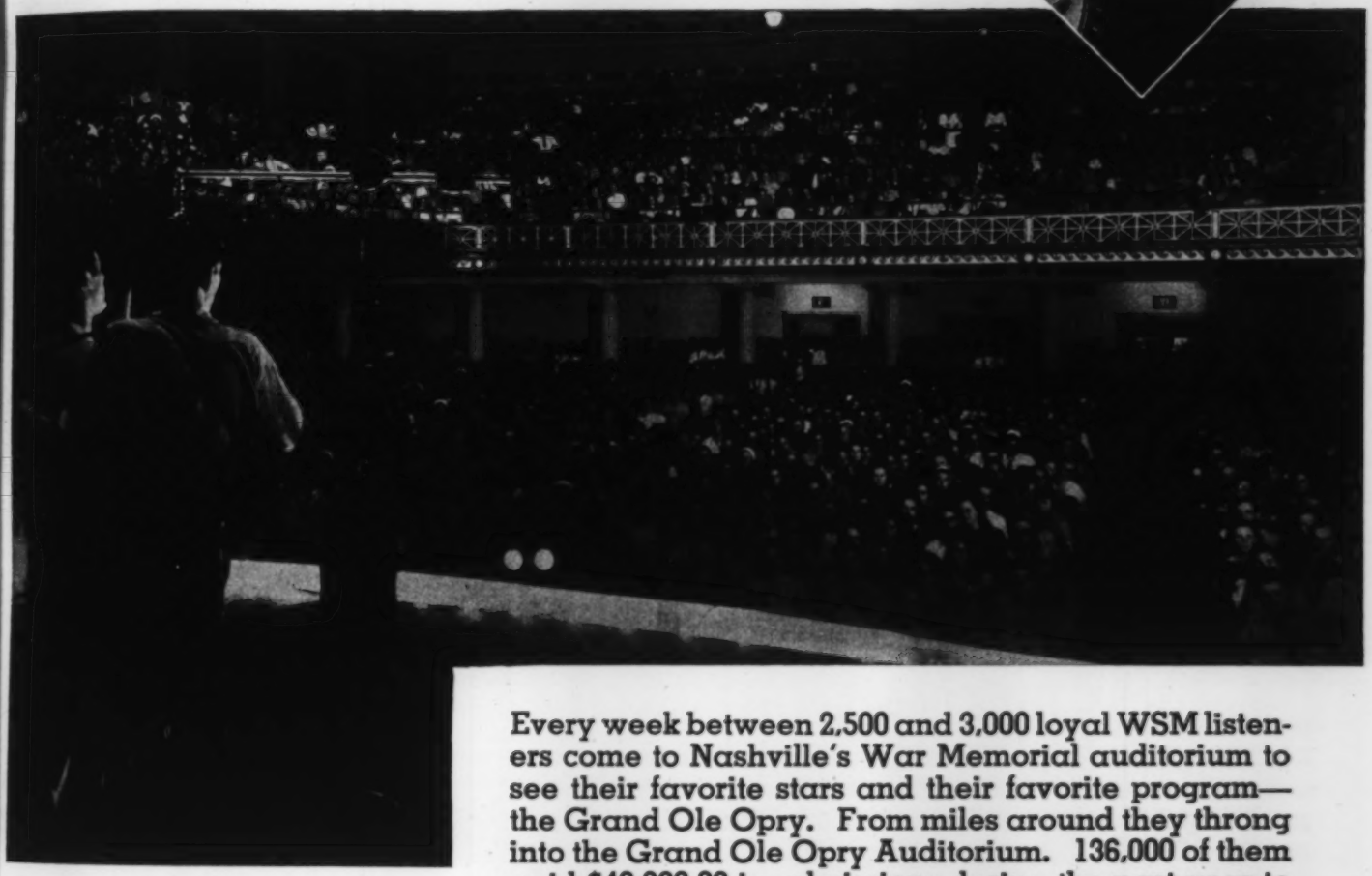
● Alright! So there's a "ceiling" on tourists this year. And we admit that only a "corporal's guard" is with us at this writing. But, honestly, we couldn't take care of any more tourists if the OPA threw the "pumps" wide open. You see, we're too busy looking after the needs of thousands of well-paid shipyard workers; of the skilled workers in Tampa's other war industries; of an ever-increasing army personnel. Ask any merchant—department, drug or grocery store. This month Tampa's population reached a new high. This population has more money to spend than ever before. And you can get your "spots" before the ears of the buying-minded majority with WFLA, the NBC station in the Tampa area.

WFLA TAMPA NBC

JOHN BLAIR & CO NATIONAL REPRESENTATIVE

Free!

2,500 TO 3,000 PROSPECTS!



Every week between 2,500 and 3,000 loyal WSM listeners come to Nashville's War Memorial auditorium to see their favorite stars and their favorite program—the Grand Ole Opry. From miles around they throng into the Grand Ole Opry Auditorium. 136,000 of them paid $40,000.00 in admissions during the past year to see this unique and original show.

Week in and week out this regular audience is a premium that you get FREE when you buy a slice of the world's most famous show of its kind.

And besides these thousands, millions more in two million radio homes are bending an interested ear to their receiving sets—listening to the program that (according to a recent survey) 5 out of 6 persons prefer to any other Saturday night show. This is the Grand Ole Opry audience!

WSM — Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL

HARRY L. STONE, Gen'l Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

So Mrs. Mullane

TOOK THE CONSEQUENCES...

YOU'VE undoubtedly heard the story of Mrs. Dennis Mullane, the Staten Island lady who muffed a question on Ralph Edwards' "Truth or Consequences" show on NBC the other Saturday night and

3. IT WAS RALPH EDWARDS' TURN to take the consequences. Special office space was rented—200 clerks, working on 24-hour swing shift, were hired to handle the mail which averaged 30,000 letters daily, and bore post-marks from every State in the Union and from Canada. And they're still coming!

4. HERE IS 17-YEAR OLD HAROLD MULLANE, brought from camp Le Jeun, North Carolina, on the air with his mother and Ralph Edwards the following Saturday with some of the 300,000 pennies the young Marine received.

1. ON A RECENT SATURDAY NIGHT on Procter & Gamble's "Truth or Consequences," Master of Ceremonies Ralph Edwards told Mrs. Dennis Mullane "We are going to ask every person listening to put a penny in an envelope and mail it to you. You are to take the pennies to the bank and buy War Bonds for your son, Harold, enlisted in the Marines . . ."

2. EARLY THE FOLLOWING MONDAY MORNING Mrs. Mullane answered the postman's ring. He deposited 10,000 letters in Mrs. Mullane's living room. That batch was just the beginning of the deluge. Tuesday, trucks drove up with 30,000 more letters. Then Mrs. Mullane called, "Help!"

promptly became the focal point for an avalanche of pennies from every State in the Union. If not, a quick left-to-right on the surrounding photo captions will bring you up to date.

Everybody, you'll admit, has been very nice to Mrs. Mullane.

But what does it all mean to advertisers —especially those who are looking for the one best way to do the great variety of selling and public relations jobs necessary in days like these?

It means just two things:

1. **Radio**

2. **NBC, The Network Most People Listen To Most!**

This is the NATIONAL BROADCASTING COMPANY

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

NATHAN LORD

MANAGER, WAVE, LOUISVILLE

1910 Reporter, The Louisville (Ky.) Post
1920 Police reporter to day City Editor, The Louisville Courier-Journal
1929 Advertising Manager, The Girdler Corp.
1933 Manager and Vice President, WAVE
1933 WAVE affiliated with NBC
1940 WAVE became basic NBC Red station
1942 Director, NAB

TAKE a look at them clear calm eyes, gents, and you'll see why Nate Lord is a good hunter, a good friend and a good station manager as well. Thinking back over our eight years' personal experience with him, we can safely say it's a rare pheasant, friend or customer that ever gets away, once Nate has drawn a bead! That's *shootin'*, stranger!

Be that as it may, Nate Lord is in many ways fairly typical of all the station managers we work for, here at F&P. Not all of them hunt, but every one of them, without exception, represents *good station management* and therefore a *good station*. Some feature great power and widespread audiences—some do an intensive job on concentrated metropolitan audiences. Some go in strongest for merchandising, or for mail pull, or for farm coverage, or for urbanites exclusively. But whatever their *specialties*, every one of our F&P stations is a leader in its community, and a leader in its industry. That's the *only* kind of station we work for, here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6373 — NEW YORK: 247 Park Ave., Plaza 5-4131 — SAN FRANCISCO: 111 Sutter, Sutter 4353 — HOLLYWOOD: 1512 N. Gordon, Gladstone 3949 — ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 8 WASHINGTON, D. C., FEBRUARY 22, 1943 $5.00 A YEAR—15c A COPY

Garey Chief Counsel for FCC Probe

Appointed by Cox; Rayburn Saves Budget

SAVED FROM possible loss of its entire appropriation by the spectacular intervention of Speaker Rayburn on the House floor last Wednesday, the FCC has received renewed evidence of the rough sledding it is destined to encounter in Congress this session.

Following House action approving its reduced appropriation for the 1944 fiscal year, but only after heated debate proposing withholding of the entire fund, Chairman E. E. Cox (D-Ga.), of the House Select Committee to investigate the FCC, last Friday announced appointment of Eugene L. Garey, well-known New York attorney, as chief counsel and head of the investigating staff. An initial fund of $60,000 was approved by the House last Thursday for the committee.

"Mr. Garey is an eminent lawyer of great ability and high standing and will do his work without any prejudice or predilections and with the single purpose of constructive service in the public interest," said Chairman Cox in announcing the attorney's appointment. "The Committee deems itself fortunate in having Mr. Garey connected with the investigation."

Weeks May Be Assistant

The 51-year-old New York attorney, described by friends and associates as a "fighting lawyer", will devote his entire time to the inquiry, expected to get under way by mid-March. Senior member of the New York law firm of Garey, Desvernine & Garey, the attorney has specialized in trial work and is experienced in administrative law.

Selected from a field of several lawyers highly recommended to the committee, Mr. Garey was to be in Washington this week to set up an organization. In addition to a staff of legal assistants, he also will have an investigating staff to ferret out matters incident to the inquiry, which will cover activities of the FCC since its formation in 1934 and the stewardship of its members, past and present. The name of John Wesley Weeks, former principal attorney in the FCC's broadcast section, was mentioned as one of Mr. Garey's possible aides. Mr. Weeks, a native of Decatur, Ga., was with the FCC and the former Radio Commission from July 1, 1933 until May 23, 1936, when he resigned to return to his law practice.

There is no present intention of broadening the scope of the inquiry to include the industry, though disconcerting reports to this end have been heard, particularly in the light of stories that certain elements were seeking to block the inquiry. Main target of the investigation is FCC Chairman James Lawrence Fly, who has feuded with Chairman Cox, largely over accusations that the Georgian improperly had represented radio station WALB, Albany, Ga., and had accepted a $2,500 fee.

Rayburn Leaves Rostrum

The FCC's close call with extinction came on the floor of the House last Wednesday during consideration of the Independent Offices Appropriation Bill. Striking out of the entire appropriation of $7,609,000 for the FCC was proposed by Rep. Case (R-S. D.), a member of the Independent Offices subcommittee, who had pointed out that general dispute over the FCC's functions warranted withholding of the fund until the Cox committee completed its work.

Before the melee was over, a dozen members of the House had participated, including Rep. Cox. It was only after an "appeal to reason" by Speaker Rayburn, who for the first time this session left the rostrum to address the House, that the FCC's appropriation was safe. By a vote of 162 to 87, the motion to strike the FCC appropriation from the bill was rejected.

No words were minced in the debate last Monday and again on Wednesday. Rep. Woodrum (D-Va.), chairman of the appropriations subcommittee, strongly defended the appropriation, pointing out that the budget request had been cut by $480,000, largely because of duplication with functions of the military agencies, and that other cuts could be made after the Cox inquiry or after the appropriations committee investigators, authorized only this session, have thoroughly examined the Commission's functions and personnel.

Smith Committee Named

Reference also was made to the recently created seven-man committee to be headed by Rep. Smith (D-Va.) to curb so-called "bureaucratic" activities and which likely will inquire into FCC operations [BROADCASTING, Feb. 15].

Appointment of the Select Smith Committee was announced by Speaker Rayburn last Thursday. It includes, in addition to Chairman Smith, Voorhis, Cal., Delaney, N. Y., and Peterson, Ga., Democrats; and Hartley, N. J., Jennings, Tenn., and Bennett, Mich., Republicans.

Naming of a prominent New England attorney as chief counsel for this Committee was regarded likely. In the Rules Committee and floor discussion of this resolution, the FCC had been cited as one of the agencies to be covered because of purported "bureaucratic" operation and assumption of unauthorized powers.

The House Thursday also authorized two other appropriations for committee investigations. The Dies Committee was given another $75,000 for expenses of its investigation of un-American activities (three members of the FCC's Federal Broadcast Intelligence Service recently were named by the Committee). A fund of $100,000 for the Appropriations Committee to make its own investigations of the fiscal operations and needs of all Govern-

(*Continued on page 45*)

Sketch of Cox Committee Counsel

BORN Aug. 28, 1891, Chicago, Ill. Son of Eugene Francis and Ellen Frances Garey. Education: Chicago-Kent College of Law, LL.B., 1913. Married Margaret Kashner, May, 1923.

Admitted to practice Supreme Court of Illinois, 1913; U. S. District Court, Northern District of Illinois, 1913; U. S. Circuit Court of Appeals, 7th Circuit, 1920; U. S. Circuit Court of Appeals, 2d Circuit, 1932; U. S. Supreme Court, 1918; Supreme Court, New York, First Dept., 1925; U. S. District Court, Eastern District of New York, 1932; U. S. District Court, Southern District of New York, 1932. Admitted to practice before the Treasury Dept.; Federal Trade Commission; Board of Tax Appeals; Securities & Exchange Commission; U. S. District Court, Eastern District of Michigan, Southern Division.

Member of Committee on Administrative Law of the American Bar Assn., which collaborated in drafting the Walter-Logan Bill; Knights of Malta; Phi Alpha Delta law fraternity; delegate to Constitutional Convention, 13th Senate District, 1938; honorary member of "Honor Legion of the Police Dept., City of New York"; member of Friendly Sons of St. Patrick, American Irish Historical Society; New York Athletic Club; Recess Club; Winged Foot Golf Club; New York State Bar Assn.; Catholic Club of New York; Metropolitan Club, Washington, D. C.; former member, New York County Lawyers Assn.; Chicago Bar, Illinois State Bar Associations.

EUGENE L. GAREY

Author, "The Nationality of Commercial Corporations." This was read at the International Congress of Cooperative Law, The Hague, in August, 1932. Author of "Wall Street Looks at the Securities & Exchange Commission." Office at 63 Wall St., New York. Senior member of firm of Garey, Desvernine & Garey.

CBS 7 p.m. Period Is Bought by P&G

Schenley, Goodrich Slated To Take Net Quarter-Hour

CBS has sold the 7-7:15 p.m. period vacated last Friday by *Amos 'n' Andy* to Procter & Gamble Co., Cincinnati, and several other programs are being lined up on that network and on the BLUE for other advertisers. P&G will start March 22 *I Love a Mystery* Monday through Friday, for a product as yet undetermined, according to Compton Adv., agency in charge. Carleton Morse, author of the program, will write, produce and direct.

Schenley Plans

With the *Cresta Blanca Carnival* already on MBS and *Alex Templeton Time* starting March 1 on the BLUE for Dubonnet wine, Schenley Distillers, which recently purchased Roma Wine Co., Fresno, Cal., is expected to promote Roma wines on CBS Thursdays, 8-8:30 p.m., starting about March 4. No confirmation of this schedule was forthcoming from Schenley or McCann-Erickson, agency in charge.

Also slated for CBS is a five-weekly institutional series of news programs, featuring Joseph C. Harsch, of the *Christian Science Monitor*, under sponsorship of B. F. Goodrich Rubber Co., Akron. No confirmation of the series could be obtained from network or agency last week but the show is understood to be starting March 8 or 15 in the 6:55-7 p.m. period. Agency is BBDO, New York.

M-G-M Rumors

Reports were circulating last week, after P & G had signed for the former *Amos 'n' Andy* spot on CBS, that the comedy team might be taken by Metro-Goldwyn-Mayer in the fall on CBS, or on the full BLUE at 7-7:15 p.m. plus WLW, Cincinnati, and WHN, New York station owned by M-G-M. P&G had also been named among the possible sponsors of the program, but this appears unlikely with the announcement of the new P&G mystery show. M-G-M agency is Donahue & Coe. New York.

PLAN FOR ELMER DAVIS BROADCASTS DRAWS DEBATE ON UNIVERSAL HOOKUP

PRO

By JAMES D. SHOUSE
Vice-President,
The Crosley Corp.

I READ with interest the editorial in your Feb. 8 issue which took the Office of War Information somewhat severely to task for arranging a four-network release for Elmer Davis' official comments.

While I most certainly do not question your obvious right to criticize editorially the judgment of the OWI in working out these arrangements for Mr. Davis, I feel that in all fairness those in the industry who might be concerned about the matter should be informed that the propriety and wisdom of a simultaneous release on all four networks for an official Government statement each week was discussed in detail some weeks ago by the Office of War Information with the members of their Station Advisory Committee, consisting of John Shepard 3rd., George B. Storer, O. L. Taylor, Eugene Pulliam, John Fetzer, Neville Miller and the writer.

Committee Agreed

While I do not remember specifically the position taken by each individual member of the Committee, I can state as a fact that the majority of the members of the Committee were agreed that the only proper and intelligent method whereby such a broadcast should be released was by the procedure which has since been set up by the Office of War Information.

I am sure that our Committee makes no pretense to infallibility in its judgment, and I am equally sure that it would be obviously unfair if, having advised this procedure, we did not properly assume a large part of the responsibility for advocating what you so freely criticized.

I am sending a copy of this letter to each member of the Committee, and I am suggesting that if they are not in accordance with my views on the matter, they communicate with you directly, in order to prevent any misunderstanding.

CON

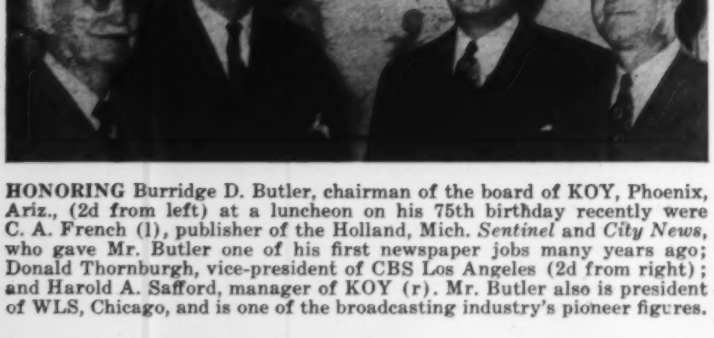
By LEWIS ALLEN WEISS
V.-Pres. & Gen. Mgr.
Don Lee Broadcasting System

I WAS very much interested in your editorial of Feb. 8, entitled "Davis—War Voice". In this editorial, you very soundly discouraged the notion of universal hookups except for the president of the United States, giving valid reasons.

In addition, however, to the reasons set forth in the above editorial, I feel very strongly that universal hookups should be discouraged except for presidential messages, because these universal hookups strike at the very heart of the American principle of broadcasting, which affords the radio listener a free choice of programs.

If universal hookups are to be established every time some politician wants to be heard on the air, our radio listeners will sink to the same position of those in the Totalitarian countries where they must either listen to political spokesmen or hear nothing on their radios whenever these official spokesmen choose to occupy it.

I sincerely hope, therefore, that you will continue to defend the free choice of radio listeners in this country by editorializing against universal hookups except in those instances where the President of the United States has a message of such importance for our country that we are warranted in tieing all networks together so that all may hear that message.



HONORING Burridge D. Butler, chairman of the board of KOY, Phoenix, Ariz., (2d from left) at a luncheon on his 75th birthday recently were C. A. French (l), publisher of the Holland, Mich. *Sentinel* and *City News*, who gave Mr. Butler one of his first newspaper jobs many years ago; Donald Thornburgh, vice-president of CBS Los Angeles (2d from right); and Harold A. Safford, manager of KOY (r). Mr. Butler also is president of WLS, Chicago, and is one of the broadcasting industry's pioneer figures.

ELMER DAVIS PLAN TO REVIEW NEW

FIRST broadcast of Elmer Da as the voice of the Government all four networks will not ta place until March, the OWI ch told a news conference last we Earlier the series had been tent tively set for this month [Bro CASTING, Feb. 17].

Mr. Davis said he would give minute summaries of the we news, similar to a weekly progra he formerly had on CBS. In answ to a question raised Feb. 14 members of the American Soci of Newspaper Editors on T Granik's *American Forum of Air*, Mr. Davis renewed a prom that no spot news would break the broadcasts.

If the series should prove di Mr. Davis said, it will be discu tinued. "I have more to fear th anyone," he commented, "for made my living that way befo and I hope to do it again if haven't offended all employer He said on the basis of public r action to his CBS programs, he d not expect his Government ser to be dull.

Audience Increase

THE AUDIENCE increase of ev ning programs is much grea than the increase in daytime li tening, according to A. C. Nielse president of the market resea organization bearing his name, w last Friday addressed a closed se sion of the Market Research Co cil in New York. This trend, h pointed out, is marked among t lower income families revealing i influence of wider employment. M Nielsen explained that minute-b minute audience data revealed t the Audimeter give information o the effectiveness of commercials a well as on the program its

NAB May Cancel Convention Radio War Session Propose

Board Meeting Agenda This Week to Inclu Cox Inquiry, Music, Manpower Problems

PROPOSAL that the NAB cancel its annual conventions for the duration and that a compact, fast-moving "radio war conference" be held in latter April or early May in lieu of this year's convention will be considered by the NAB Board at its meeting in New York Thursday and Friday.

Since New Orleans definitely is out of the picture as the convention city, by virtue of withdrawal of its formal invitation, and with the declaration of the Office of Defense Transportation that regular conventions be discouraged, it appeared likely that the board either would approve the "war conference" proposal or cancel the convention altogether.

The war conference, which would be stripped of customary banquets, displays and other convention frills, might be packed into two days, either in New York or Chicago. Key Government officials identified with the war program and with radio would be asked to participate.

Proposals also have been made t a "convention by mail", or for closed circuit telephone confere by NAB districts.

NAB President Neville Mil and Acting Secretary-Treasurer E. Arney Jr., who also is conv tion manager, have conferred wi members of the board and indus representatives regarding conv tion plans. The whole matter t be canvassed by the board at i Friday session.

Also expected to highlight t board meeting will be an over discussion of the legislative s regulatory situation. The questi of the Cox Select Committee i quiry into the FCC will be rais it was predicted. Reports have be heard that a move will be made t convince the board that it shou oppose the inquiry, or at least ke neutral.

The tentative agenda provi for discussion of the entire mu controversy, precipitated by t

(*Continued on page 52*)

Recorders, AFM Fail to Reach Settlement

Legal Entanglements Stymie Petrillo Plan; Wartime Problems a Factor

SEVERAL weeks may elapse before any substantial basis for discussion of the AFM recording strike is reached, it appeared evident last Friday after transcribers and recorders had deliberated all week in an effort to meet the "fixed fee" ultimatum of AFM President James C. Petrillo and his international board.

After the recording group, representing the principal phonograph record and transcription companies, had failed to work out a proposition, based on the abstract AFM formula, they notified AFM last Thursday that the formal answer might not be available for several days. Mr. Petrillo promptly dispersed his board, which had met with the group the preceding Monday. Indications were that another meeting with AFM might not be held for some time.

Subcommittees Named

Perplexed as to how they can negotiate with AFM on a fixed fee basis for unemployment relief, in the face of wartime manpower and economic problems, the recording industry group was impelled to postpone a second meeting with the AFM Board, which had been set for Thursday. While the negotiations are not regarded as stalemated, the novel proposal of the AFM board, a far cry from established labor procedures, posed so many unique legal and operating problems that the recording industry felt extreme caution should be exercised.

After a half-dozen meetings, during which much midnight oil was burned, the transcribers were to meet again today (Feb. 22) and tomorrow in the hope of completing a counter-proposal. Several subcommittees were formed. Since AFM announced the plan on Feb. 12 [BROADCASTING, Feb. 15], calling for fees to be paid by the manufacturers and distributors of music into a union unemployment fund, the recording groups have been in almost unbroken conference with their attorneys.

While radio itself was not directly covered for additional royalties, it was pointed out that the effect of payment by transcription companies of royalties covering library services obviously would be felt by the broadcasting industry.

It was clear that the recording industry proposed to present a "united front". At the Monday meeting—the only one held with Mr. Petrillo and the AFM Board—17 trade executives and their lawyers attended. The juke-box field, however, was not represented. The meeting was described as "friendly" by the AFM president, who commented that it "seemed like the men want to make a settlement".

Present at the meeting for the industry were: C. Lloyd Egner, NBC vice-president in charge of Radio-Recording Division; R. P. Myers, NBC Radio-Recording attorney; Edward Wallerstein, president, Columbia Recording Corp.; Kenneth Raine, CRC attorney; Ray Lyon, manager, WOR, New York, recording division; Judge Lawrence A. Morris, RCA-Victor attorney; Jack Kapp, president, Decca Record Corp.; Milton Diamond, Decca attorney; A. J. Kendrick, vice-president, World Broadcasting System; C. M. Finney, president, Associated Music Publishers and Muzak Transcriptions; Ben Selvin, vice-president, AMP and Muzak; Gerald A. Kelleher, president, Empire Broadcasting Corp.; C. O. Langlois, president, Lang-Worth Feature Program; A. Walter Socolow, Lang-Worth attorney; Milton Blink, Standard Radio, Chicago; Gerald King, Standard Radio, Hollywood; William F. Crouch, Soundies Distributing Corp. of America.

At the initial meeting Feb. 15, Mr. Petrillo said he would not state his dollar demands until the recording industry accepted his basic principle of a contribution directly by them to the union to relieve unemployment, increase cultural interest in music and give free concerts. If a royalty of one-cent per record were established, based on last year's phonograph record sales, the tribute to that fund would total $1,300,000. That would be aside from royalties sought for transcription libraries, juke-boxes and wired music. The AFM president stated at his news conference that he had not decided how the juke-box provision could be enforced.

NAB Recalls Statements

While Mr. Petrillo said he had no fight with radio, NAB, in a bulletin to its membership last Friday, pointed out that the AFM president's original statements last summer, preparatory to the Aug. 1 ban on recordings, were the recording companies had to find a way "to keep the records out of radio stations". Moreover, reference was made to statements by Mr. Petrillo and his counsel, Joseph A. Padway, before the Senate Clark Probe Committee, wherein claims were made against radio as having caused unemployment of musicians. Mr. Padway, NAB cited, suggested that 20,000 to 60,000 musicians should be employed by radio.

NAB pointed out that so far as transcription companies are concerned, "Mr. Petrillo acknowledges that no charge should be made on commercial transcriptions which are played only once, but he will not remove his ban on such transcriptions unless transcription companies accede to all of his demands."

Pointing out that he seeks from the transcription companies a percentage of the rental on library services, NAB said that if his demands were acceded to "it is conceivable that the broadcasting industry might be faced with increased cost of library services."

Listed as among the complexities confronting the record and transcription companies were:

1. The unsound public policy involved in the acceptance by any industry of an obligation to persons whom that industry does not employ, has never employed and with whom it has no relation.

2. The unsound public policy involved in permitting any organization to levy taxes upon employers and the public for unemployment purposes instead of leaving such taxing power to the government.

3. The problem of whether the payment of such a sum would be regarded as an evasion of wage stabilization regulations since, under the precedent which would be created by the acceptance of the demands, any labor leader could, instead of asking for increased pay for the members of his union, ask for an equivalent amount to be paid directly to the union itself.

4. The problems relating to income tax and other liability on any industry which made such a payment, especially since the labor union itself would be exempt from taxation on the amounts received.

5. The conflict between the acceptance of such a principle and the desire of the War Manpower Commission to draw all citizens not engaged in necessary work into war industry.

6. The conflict with the anti-inflationary policies of the Office of Price Administration, which has frozen the cost of products and services at the prices charged during March 1942.

7. The precedents which would be

(*Continued on page 52*)

Trial Ordered in Second AFM Suit by Federal Judge Barnes

THE GOVERNMENT'S second anti-trust suit against James C. Petrillo and the AFM was much alive last week when Judge John P. Barnes of the Chicago Federal District Court on Wednesday decided to allow the case to come to trial after studying briefs and hearing oral arguments four weeks ago by both Thurman Arnold, Assistant Attorney General, and Joseph A. Padway, counsel for the AFM, on the union's motion to dismiss the case.

Judge Barnes, in a four-page written memorandum, ruled that he was deferring a decision on the motion to dismiss since it would be necessary, he stated, to hear the complete evidence on both sides before determining whether the suit should be dismissed or whether the union is guilty of anti-trust practices. "The court is inclined to the view", he stated, "that the complaint raises issues neither raised nor ruled upon in the earlier case."

Judge Barnes' ruling follows by two days the Supreme Court decision upholding his previous opinion in the earlier Government anti-trust suit when he held that the case involved a labor dispute and therefore could not be brought under the anti-trust statutes.

However, in the second suit now before Judge Barnes, the Dept. of Justice in an amended complaint charges that Petrillo is seeking, through the recording ban, to destroy the 500 independent radio stations who depend on transcribed and recorded music for a large part of their programming, an allegation not made in the original complaint. In an oral pleading before Judge Barnes on Jan. 25 [BROADCASTING, Feb. 1], Mr. Padway, asking a dismissal of the sec-

(*Continued on page 48*)

ASCAP Suit Dismissed; Second Action Pending

JUDGE ARON STEUR of New York Supreme Court last week granted a motion to dismiss the action brought by Denton & Haskins Corp. and Gem Music Corp. to obtain a declaratory judgment against ASCAP. The motion had been argued by Louis D. Frohlich of Schwartz & Frohlich, ASCAP counsel, who contended no declaratory judgment was necessary.

Decision by Judge Steur follows complaints brought by the plaintiffs against ASCAP in January [BROADCASTING, Jan. 25], at which time two suits were filed—one, to determine ownership of public performance rights in musical compositions in 1951, following expiration of current contracts assigning the rights to ASCAP.

The second suit, filed by the same plaintiffs in conjunction with George Whiting, an ASCAP writer member, demands an accounting of financial transactions since ASCAP's founding in 1914. Last week the defendants were given until March 8 to file replies.

Paine to Coast

JOHN G. PAINE, general manager of ASCAP, left New York last week for Hollywood to arrange for the semi-annual meeting of West Coast members of the society, to be held March 1 at the Beverly-Wilshire Hotel. The semi-annual meeting in the East will probably take place in the last week in March in New York after ASCAP members have sent in their votes for eight directors whose terms on the ASCAP board expire April 1.

XUM

NBC Coast Clinic Studies War Role

50 Hear Roy Witmer Predict Good Year for Network

EXPLORING radio's war role, seventh regional conference of the second annual NBC War Clinic convened at the Ambassador Hotel, Los Angeles, Feb. 16-17. Some 50 representatives of western stations and affiliates assembled. They were welcomed by Arden X. Pangborn, general manager of KGW, Portland, Ore., and West Coast district member of NBC planning and advisory committee. Delegates were told by Roy C. Witmer, NBC vice-president in charge of sales, that despite wartime conditions, broadcasting business would be as good in 1943 as the past year.

War Service

Speaking on program trends, Clarence L. Menser, vice-president in charge of programs, analyzed the 740 network hours devoted to the war effort during 1942. He promised continuing development of patriotic service. William S. Hedges, vice-president in charge of stations, pledged NBC to untiring public service.

In a news conference prefacing the clinic, Niles Trammell, NBC president, envisioned the post-war emergence of television. "We will start on a regional basis, building networks out of New York, Chicago and Los Angeles," he said. "Then we will combine the three into a national network."

Other speakers included Harold J. Bock, western division manager of press-information department, Sheldon B. Hickox Jr., manager of station relations department, New York; John F. Royal, vice-president in charge of international division; Charles B. Brown, director of advertising and promotion; Noran E. Kersta, manager of television; Dr. James Rowland Angell, public service counsellor. Attending were:

O. P. Soule, Mrs. Ruth Fletcher, KSEI; Arden X. Pangborn, KGW; W. N. Wallace, Keith Collins, KMJ; Dick Lewis, KTAR, W. B. Stuht, KOMO; Mrs. Georgia Phillips, Miss Bonnie Scotland, KIDO; James MacPherson, KOA; E. A. Neath, KRBM; K. O. MacPherson, KPFA; S. S. Fox, W. E. Wagstaff, G. A. Provol, Myron Fox, KDYL; John Elwood, Ray Buffum, Leonard B. Gross, Ray Baker, KPO; W. B. Ryan, H. L. Blatterman, Clyde Scott, John I. Edwards, Matt Barr, Curtis Mason, KFI; Sidney N. Strotz, Lewis Frost, John Swallow, Joy Storm, Robert Hendricks, S. S. Spencer, A. H. Saxton, George J. Volger, Paul B. Gale, Wendell William, Fred C. Selzer Jr., Jennings Pierce, Frank Ford, Helen Murray, Frank A. Berend, E. L. Barker, Richard Graham, NBC Hollywood; O. B. Hanson, NBC vice-president and chief engineer; H. A. Woodman, NBC traffic manager.

FDR Fireside Chat

PRESIDENT ROOSEVELT will address the nation on all four major networks at 10:30 p.m., Feb. 22.

IN BETWEEN SESSIONS of the traveling NBC war clinic, participants took time out for some informal chatter, as evidenced here at the Chicago meeting held recently at the Drake Hotel. Conferring with NBC President Niles Trammell are: Standing (l to r) W. S. Hedges, vice-president in charge of stations; Stanley E. Hubbard, KSTP, St. Paul; and B. J. Palmer, WHO, Des Moines. Seated, Walter J. Damm, WTMJ, Milwaukee; Dean Fitzer, WDAF, Kansas City; Mr. Trammell, and George M. Burbach, KSD, St. Louis. The group discussed war operating problems. NBC officials assured broadcasters the network would discourage future "teaser" campaigns such as the recent jingle used by American Tobacco Co. to build up new *All-Time Hit Parade*.

McNutt Holds Back Release Of Guide on 48-Hour Week

Official Regulations May Not Appear Until Late This Week; Flexibility Predicted

NO OFFICIAL information was available last week to give reliable answers to questions arising everywhere over the position of broadcasters in 32 critical labor areas under the President's order establishing "a minimum work week of 48 hours".

The best unofficial word, however, was that the detailed regulations, when finally issued, will be flexible and that business organizations which are unable to decrease their working force by lengthening the workweek will be able to get exemption from the order.

Rules Delayed

Despite WMC Chief Paul McNutt's promise that the rules would be ready "in two or three days", they were still in the snares of the Commission's legal machinery when BROADCASTING went to press. Indications are that they will not be made public until at least the middle of this week.

At a news conference last Monday, Mr. McNutt emphasized the regulations would be flexible to accommodate instances where they would work a handicap. He would not reveal any details of the forthcoming rules, but repeated that WMC expected industry to go on 48 hours wherever possible.

A report late last week said that Mr. McNutt had signed a final draft of the rules and that they were already being sent to WMC regional directors. This report was later denied, and WMC revealed the rules had been recalled for further alterations.

Disappointment over this development was expressed by NAB officials who had called a meeting of the Labor Committee to discuss the regulations in Washington Feb. 23. The meeting will be held despite these developments, and NAB hopes to have enough information at that time to clarify the broadcaster's position.

Some opposition to application of a 48-hour week in radio was heard both from station managers and officials of the IBEW. One IBEW representative pointed out that where stations used small technical staffs, no saving in manpower could be expected.

"The only solution to radio's shortage of technicians is to train more technicians from non-draftable groups," this IBEW spokesman said. He added that an industry-wide 48-hour week for technicians might save some labor, but that this would only be a partial solution.

Overtime Plan

Among the provisions that well informed Washington sources predict are:

All business organizations employing eight or less will be exempt.

Overtime will be paid at straight time for firms not under the Wage & Hour Act, and time-and-a-half for those under the act. (Commissioner McNutt explained there is no provision for time-and-a-half for firms in intrastate commerce.)

Hiring will be through WMC regional offices, and firms will have to show compliance with or exception from the 48-hour week before recruiting new help.

All these suggestions, nevertheless, were tentative, and no definite rules should be anticipated before the official interpretations are issued.

BLUE HOLDS CLINIC ON PACIFIC COAS

WITH sessions devoted to progr activities and station relations, t second annual meeting of BL Pacific Coast operated and affili stations was staged in the Am sador Hotel, Los Angeles, on F 18-19. Attended by some 30 sta owners, managers and departm heads, sessions were presided o by Don E. Gilman, Western d sion vice-president. Phillips Ca and Keith Kiggins, vice-presid in charge of programs and sta relations respectively, were pri pal speakers.

Among those attending sess were Lou Kroeck, manager KTMS; Deane Banta, manager KERN; Hewitt Kees, manager KOH; Charles P. Scott, mana of KTKC; George Ross, mana of KWG; William H. Ryan, m ager of KECA; Thomas E. Sha president of KFSD; Leo O. Ri etts, manager of KFBK; Har Wixson, manager of KGA; Ar X. Pangborn, manager of KE W. B. Stuht, commercial mana of KJR; Robert Dwan, progr manager of KGO.

Liberty Magazine Pla CBS Five-Minute Seri

LIBERTY MAGAZINE Inc., N York, on Feb. 26 is starting weekly five minute program tit *The Ghost Shift* on 38 CBS stati in the Friday 6:10-6:15 p. m. p riod. Series will be built aro the theme of safety in war pla with each program dramatizing industrial accident which actua occurred in some unnamed pla Awards will also be made thro the program to plants distingui ing themselves for accident prev tion, prize to be a wooden repli of the Liberty Bell.

Selection will be made in operation with the National Safe Council's war production fund conserve manpower, and transcri tions of the show will be availa to any plant wishing to use th as part of their accident preve tion campaigns. Commercials the five-minute series also will pr mote leading features in the cu rent weekly issues of *Liber* Agency is Warwick & Legler, N York, while Phillips H. Lord I is producing.

Townsend Test

TOWNSEND NATIONAL Reco ery plan, Chicago (publication through its newly appoint agency, J. L. Stewart Agency, Ch cago, has placed nine one-minu spot announcements on WAAF a WAIT, Chicago, in a one-week te

Late Barn Dance

LATE show for swing shift workers will be tried March 20 by *Sunset Valley Barn Dance*, audience show heard on KSTP, Minneapolis-St. Paul, Saturdays, 8:30-9, 10:15-11. While the show tours areas near war plants, a late performance will be given from midnight to 2 a.m., with the 12-1 spot on the air.

XUM

TIED FOR 1ST IN BOSTON

From 8:30 a.m. to 9 a.m.

PERCENTAGE OF LISTENERS 27.5%

According to the Hooper "Continuing Measurement of Radio Listening" report (June 15th through Sept. 1942) of seven Boston stations.

THIS is the story of an independent radio station that is doing a single-handed job in Boston . . . . a station that by sheer popularity, and without benefit of network, is a major factor in this market. WORL is the station to watch . . . . WORL is the station to use. It's "Boston's Best Buy."

WORL

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

CAB Reviews Radio's Fourth War Yea

Would Set Rates For Time On All Outlets

REVISION of the existing rate structure practiced by Canadian stations, election of officers and war coordination in the Government's use of radio highlighted the three-day session conducted by the Canadian Assn. of Broadcasters in Toronto, beginning last Monday.

Glen Bannerman, CAB president, reviewed the advertising prosperity of 1942 even in the face of reduced local dealer inventories. He explained this in part by describing the energetic sales promotion of many stations which produced new sources and new types of sponsorship. In the national field, he looked to continued increase of Government purchase of time. Mr. Bannerman also reported that manpower problems of the industry were being carefully studied in collaboration with interested Government agencies.

Standardize Rates

The CAB decided after lengthy discussions to standardize rates for all member stations on all times except spot announcements and flashes; to discuss possibility of setting up a judicidary committee composed of CAB, Canadian Broadcasting Corp. and a neutral chairman similar to the Canadian Railway Commission; to tell Canadian listeners about privately-owned stations through a station-break publicity campaign, to keep the same monthly fees based on twice the half-hourly rate; to oppose a CAB sponsored school for announcers; to adopt a broadcasters code.

As the result of a Canadian Gallup poll held some months ago in which, through question phrasing, over 50% of the public favored government-operation of radio broadcasting, it was decided that the privately-owned stations had not sufficiently identified themselves with the listening public as being apart from the CBC network system. It was resolved that the CAB member stations pledge themselves to explain their work and problems.

A report was heard from Cy Langlois of Lang-Worth Productions on meetings held in New York Monday and Tuesday with Petrillo and AFM. The broadcasters were told that most likely the transcription problem would not be settled for some months.

Also discussed were a report on the 1942 Parliamentary Committee of Enquiry in Radio Broadcasting, the work of the naticnal radio committee on government advertising, new CBC transcription regulations, the advertising campaign of the Canadian Bankers' Assn., reports on Canadian Performing Rights Society and BMI fees, priorities and manpower.

A report obtained from a questionnaire of Canadian stations showed that at the beginning of 1943, 72 out of 78 Canadian stations employed 782 men and 305 women, of whom 294 men come in the 19 to 40 single age group, and 350 in the 19 to 40 married men classifications, with 240 men being medically unfit.

Avery Heads Panel

The convention reflected an intense interest on the part of American agency men and radio personalities for their attendance of 120 marked the largest turnout from the U. S. ever received at a CAB gathering. In fact, Lew Avery, NAB director of broadcast sales, lead a roundtable discussion on "Selling the Medium".

Dr. J. S. Thomson, CBC general manager, addressed the group at the Monday luncheon appraising the radio medium in its relation to the civilization. He urged broadcasters and those connected with the industry to cherish the development of the past, improve the tastes of listeners in the present and look to the future with a thought to vaster issues.

Listener interest occupied considerable attention and the various methods were considered. To this end, Monday afternoon's session was devoted to station coverage measurement and listener interest.

Largest Attendance

The fourth wartime CAB meeting drew the best attendance of any, despite staff shortages at most stations and the coldest Feb. 15 on record in Toronto. The temperature dropped to 27 degrees below zero. The largest number of American broadcasters to attend a Dominion CAB convention registered, with more than 120 from the United States.

Despite growing shortages of civilian goods and increasing restrictions, broadcast advertising revenues have held up well in 1942, President Bannerman said in his annual report.

Although lower inventories in local dealers' hands, some of which cannot be replenished, indicate less revenue in 1943 from usual local sources, Mr. Bannerman declared "it is surprising how many new sources and new types of sponsorship are and can be developed by an aggressive sales organization."

Urges Postwar Study

"So far as the national field is concerned," he asserted, "there is every indication of further use of the medium by the various Government agencies. National manufacturers and distributors who have restricted or abandoned sales activities appear to be alert to the necessity of keeping their names before the public as insurance against being forgotten when the day comes for again supplying civilian requirements. One thing is certain—never since its inception has the medium of broadcasting been so much in the minds and ears of the various advertisers as it is today.

"In recent months a number of industries are establishing com... tees to study their future po... in the post-war era. It seems ... that no industry has more at s... in the future than the priva... owned broadcasting stations. ... might hope that, growing ou... this annual meeting, a comm... would be set up to study the f... of this industry in the post-... era."

Mr. Bannerman reported ... while various Government ag... have increased the use of co... cial time, privately-owned sta... have given considerable free ... to war activities. The Cana... Bankers Assn. has used radio ... the first time, he said. A joint c... mittee on manpower has been ... up by the CBC and CAB under ... Government's National Sele... Service board, he added.

Rate Structure Discussed

At a closed meeting Mon... morning CAB members agreed th... Government radio advertis... should be routed through a sin... agency or department. Too ma... campaigns conflict for time, it w... brought out, and poor programm... has created a state of war weari... ness through too many announce... ments. It was the concensus th... the best use of radio is not be... obtained by uncoordinated Gover... ment radio advertising.

As a result of meetings wi... agency timebuyers during the ye... Mr. Bannerman reported a pr... posed revised rate structure be... ginning with a basic time per... of a quarter-hour. The propos... half-hour rate would be twice t... quarter-hour rate less 20%, w... the hourly rate twice the half-ho...

Each station should determine ... own evening hours for Class ... rates, he pointed out, while Cl... B would be from 12 noon to 1 p.... All other time would be in Class ... Times less than a quarter-hour in... cluded 10-minute periods at 75% ...

(*Continued on page 54*)

Extra Sessions

FUTURE of Canadian broadcasting was discussed at a dinner given Monday night by Stovin & Wright Ltd., station representatives, for the firm's clients and American guests. Maj. Gladstone Murray, CBC director-general of broadcasting; Bill Wright of Stovin & Wright and Joseph Sedgwick, CAB counsel, presented a 45-minute program in the nature of *Information Please*, dealing with industry problems. A joint cocktail party for convention delegates was given Monday afternoon by the Canadian National and Canadian Pacific Telegraphs.

INTERNATIONAL RELATIONS were prominent on the agenda of the CAB convention at Toronto. Seated (l to r): Mrs. Dorothy Lewis, NAB, Washington; Lew Avery, NAB, Washington; Glen Bannerman, CAB president, Toronto; Neville Miller, NAB president, Washington; Easton C. Woolley, NBC, New York. Standing, Jack Treacy, NBC, New York; H. C... Rice, WGR-WKBW, Buffalo; W. B. Parsons, NB... New York; Phil Lalonde, CKAC, Montreal; Cha... Ayers, Ruthrauff & Ryan, New York; Harry Sedg... wick, CFRB, Toronto. Many broadcasters from th... United States attended the sessions in Toron...

XUM

"Folks sure am comin' to DETROIT!"

People are moving into Detroit! Even an alert Board of Commerce finds it difficult to keep count. But, this we know: Detroit leads all major cities of the nation in percentage of increase in population during the past two years.

These newcomers (more than 300,000 of them) would have emptied the state of Delaware. Or cleared the city of Denver. Or left Dallas a ghost town. But, they have come from everywhere. Come to build the tanks and guns. Come to make every hour a productive hour.

No routine radio schedules could serve these men and women. That is why WJR is on the air twenty-four hours a day. Why there are newscasts every hour of the night. Why the name band swinging for dancers in Hollywood is piped in for the pleasure of the swing shift at the war plants.

Detroit is not leading a normal life these days. It is working 'round the clock. It is fighting a war. And so is WJR.

WJR
THE GOODWILL STATION
Detroit

RADIO
IN SERVICE OF HOME AND NATION

BASIC STATION...COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . Leo J. Fitzpatrick, Vice President and Gen. Mgr.

Edward Petry & Company, Inc.,
National Representative

Two More States Abolish War Time

Radio's Headaches Grow As Others Plan Action

INNUMERABLE headaches for radio as well as a threat to the nation's war production loomed last week as two more States abolished War Saving Time, while three others had similar legislation under consideration.

Disregarding fervent pleas of War Production Chief Donald M. Nelson [BROADCASTING, Feb. 8], the Legislatures of Michigan and Ohio passed measures to turn back the clocks one hour. Michigan's bill officially placed the State on Central War Time, which corresponds to normal Eastern Standard Time, while Ohio's legislation placed the Buckeye State on Eastern Standard Time.

Ohio Cities Balk

Even after the Ohio Legislature passed the bill, Gov. John W. Bricker was besieged with a wave of protests from the urban centers urging him to veto the measure. Despite the protests, Gov. Bricker signed the bill into law last Wednesday, with the statement that the time change would "help the agricultural situation". Several large manufacturing plants engaged in war production are located in Ohio.

Further complicating Ohio's problem was the declaration of at least 25 cities that their communities would continue to observe Eastern War Time. The Ohio Eastern Standard Time became effective Feb. 21.

Detroit last week voted 2-1 to remain on Eastern War Time after the Michigan Central War Time became effective Feb. 15. Mr. Nelson had appealed also to the Detroit City Council to keep that city on Federal time.

Michigan generally was thrown into confusion over the change, with most of the western part of the State going on Central Time and the manufacturing centers holding out for Federal time. Radio schedules were reshuffled in many instances, as broadcasters worked far into the nights to straighten out entanglements involving both commercial and sustaining programs.

A telegraphed inquiry from a Michigan broadcaster to the WPB asked whether his station should operate under Federal time or under Michigan time. The wire was referred to the FCC.

Rosel H. Hyde, assistant general counsel of the FCC, commenting on the query, said stations operating on limited time are authorized by the FCC to broadcast certain hours under Federal time. Those stations cannot operate under hours other than Federal time without violating the terms of their licenses.

Another headache facing the industry is the potential loss of revenue which will result in abolishing an hour of Class A time, the most lucrative of radio's salable hours. Class A time generally begins at 6 p.m., with much lower rates in the bracket between 5 and 6 p.m.

Hardship Faced

With both network affiliates and independents confronted by reduced revenue by the mandatory change in time, untold hardship is faced by many broadcasters, already financially pressed to the point of suspending operations. Six stations have suspended since last fall, and Chairman James Lawrence Fly of the FCC has been in conference with network officials in an effort to work out some feasible plan to save further curtailment due to lost revenue (see page 58).

Georgia began the move to abolish War Saving Time by legislating that State into the Central War Time Zone [BROADCASTING, Feb. 1]. Since then, however, several individual cities have elected to remain on Federal time, placing that State in confusion.

Meantime the legislatures of Indiana, Oklahoma and Kansas have under consideration measures to abolish War Time, according to WPB officials. Although Chairman Nelson plans no official action, it was learned, he has advised the country at large that the WPB is unalterably opposed to anything but universal Federal time, as established by Congress a year ago.

Inasmuch as War Time was set up by Congressional Act, all Federal agencies and interstate commerce will continue to operate on Federal time, rgardless of what the individual States may do, it was pointed out. Postoffices and transportation lines operating interstate will continue to be guided by Federal War Saving Time, which will further complicate the situation in the States which abolish it.

Mobilized by Air

WITH 14 Virginia radio stations and WWDC of Washington participating, and approximately 618,000 school children, teachers, war savings staffs and state and civic dignitaries attending via radio, a special "Virginia Schools at War Mobilization" program was to be broadcast from Mount Vernon Feb. 22, 9:45-10:15 a.m. Virginia stations participating were: WOPI, Bristol, Tenn.-Va.; WCHV, Charlottesville; WBTM, Danville; WFVA, Fredericksburg; WLVA, Lynchburg; WMVA, Martinsville; WGH, Newport News; WTAR, Norfolk; WPID, Petersburg; WRNL, Richmond; WSLS, Roanoke; WLPM, Suffolk; WINC, Winchester, and WRVA, Richmond.

FDR's Crossley 67

PRESIDENT ROOSEVELT'S speech on Allied war plans, broadcast Feb. 12 on all four networks from the White House Correspondents' Assn. dinner, was heard by 67% of the radio set-owners in this country, according to a report issued last week by the Cooperative Analysis of Broadcasting. The talk was broadcast from 9:30-10 p.m.

FIRST anniversary of the *Treasury Star Parade* was observed last week in Washington with a gathering of Treasury and Allied Record Mfg. Co. executives.

ADMIRAL MEETS ADMIRAL in studios of WLS, Chicago, as Rear Admiral John Downes, left, Commandant of the Ninth Naval District, and Rear Admiral William B. Young, chief of the Bureau of Supplies and Accounts and Paymaster General of the Navy, got together for a nautical chat on the quarter-hour, *Meet Admiral Downes* program, broadcast every Saturday morning on WLS. Bystanders include (l to r): Harry Templeton, war program director of WLS; Al Boyd, production manager of WLS; J. Harrison Hartley, chief of the radio section of the Navy Dept.; Lt. Com. Roger Q. White, district public relations officer of Great Lakes and Lt. Holman Faust, radio public relations officer of Great Lakes.

TIME CHANGE HEADACHES were many at WSB, Atlanta, when the Georgia State Legislature, without warning, abruptly turned back clocks one hour [BROADCASTING, Feb. 1] by legislating the State into Central War Time Zone. Attempting to rearrange 131.5 hours of WSB programs, between bites of lunch, are (seated) General Manager J. Leonard Reinsch (left) and Commercial Manager John M. Outler. Standing, Program chief Roy McMillan, Martha Brooks.

Navy Ruling Hits Institutional Fund

Radio Time Not Includable In Cost-Plus Contracts

RADIO advertising is not a necessary overhead expense in producing war equipment for the Government, the Navy has ruled in disallowing from a cost-plus contract a charge for a radio program aired by a Michigan machine tool firm on an independent station in that State.

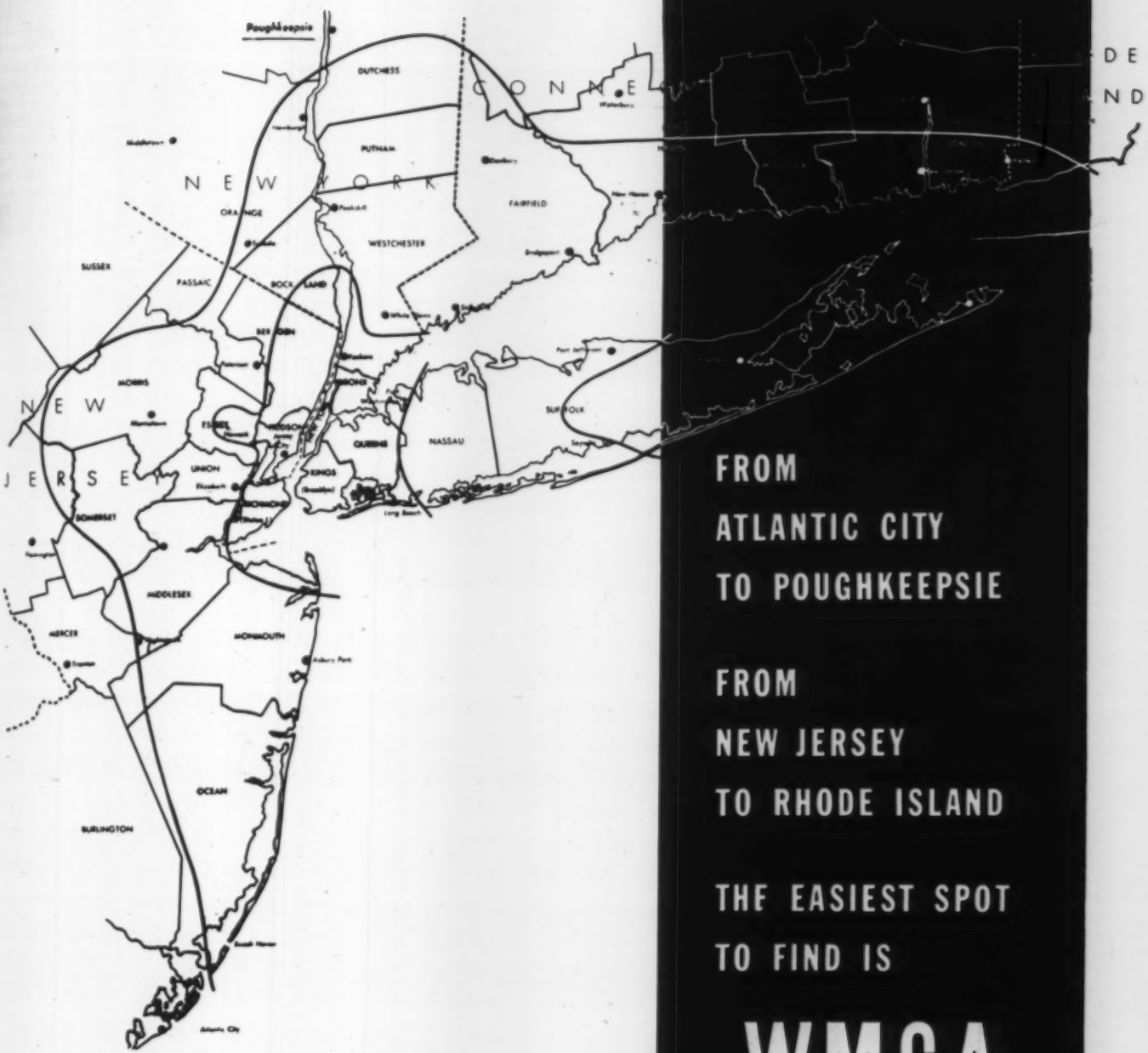
This ruling, it was learned in Washington, is in accord with policies for war work outlined by WPB Chief Donald Nelson and the Comptroller General of the United States.

Mr. Nelson decided some time ago that certain kinds of advertisements of industrial or institutional nature, principally those offering financial support to trade or technical journals, were permissible [BROADCASTING, Oct. 5].

The Army, however, does not allow any general advertising in cost-plus contracts. An officer of the Service of Supply Fiscal Division told BROADCASTING that institutional advertising to maintain brand names must be paid from the manufacturer's commission, or from other funds.

Two Firms Get Awards

TWO electronics plants—Farnsworth Television & Radio Corp., Marion, Ind., and Colonial Radio Co., Buffalo—are among 36 industrial plants awarded the Army-Navy Production Award, Undersecretary of War Robert P. Patterson and Undersecretary of Navy James V. Forrestal announced last week.



64 newspapers in this area regularly list WMCA programs . . . more than twice as many as list the next New York independent station.

FROM
ATLANTIC CITY
TO POUGHKEEPSIE

FROM
NEW JERSEY
TO RHODE ISLAND

THE EASIEST SPOT
TO FIND IS

WMCA

FIRST ON NEW YORK'S DIAL

570 kc.

America's Leading Independent Station

REPRESENTATIVE: WEED & COMPANY · CHICAGO · DETROIT · HOLLYWOOD · BOSTON

Atlantic Planning Baseball Schedule

Oil Company Will Continue On Curtailed Basis

DESPITE a double handicap of gasoline rationing, and uncertainty over the wartime future of athletics, Atlantic Refining Co., Philadelphia, is planning to continue baseball broadcasts in the East this year, according to N. W. Ayer, agency servicing the account.

Present plans indicate a definitely reduced schedule, but Atlantic hopes to continue all its major league broadcasts, and is considering a minor league arrangement. Agreements have already been made with both Philadelphia major league teams, and the Pittsburgh Pirates, and negotiations are continuing with the two Boston teams.

Minors Uncertain

Atlantic's minor league schedule has been held up by uncertainty over plans for continuation of minor league baseball. At the present, Atlantic is not considering any games south of Baltimore, although last year the company sponsored games of Jacksonville and Savannah in the South Atlantic League and Charlotte and Richmond in the Piedmont League.

Although agreements have already been made with three major league teams, no station list is yet ready. It is understood, however, that Atlantic hopes to pipe these broadcasts over regional networks.

First news of Atlantic's minor league plans appeared at the annual meeting of the Eastern League in New York early this month, when it was learned that Atlantic had taken up the option on its three-year Eastern League contract, and was dealing with individual teams instead of accepting a blanket contract with the league. Atlantic will continue Eastern League broadcasts in Wilkes-Barre, Williamsport, and Elmira, but has made no arrangement with Binghamton, Albany, Hartford or Springfield.

Last year Atlantic had its most ambitious schedule in seven years of baseball broadcasting. The company aired 2000 games in six leagues over 50 stations, using 8500 station hours.

National Biscuit Series

NATIONAL BISCUIT Co., New York, will be the first national advertiser to sponsor *Mystery Chef*, BLUE program available for local sponsorship. Scheduled to start, Feb. 22, National Biscuit will use WEBR, Buffalo; KQV, Pittsburgh, and WSGN, Birmingham, Ala., for enriched bread. Program, featuring news and information on food and heard Monday through Friday, 2:15-3 p.m., is now sponsored on a total of 19 stations. John Shillito Co., big Cincinnati store, is sponsoring on WSAI. McCann-Erickson, New York, handles National Biscuit Co.

BUSINESS TRENDS of the war-converted West Coast and program interests of that audience get attention from this network-agency trio. Talkers are (l to r): Don Belding, Los Angeles manager and chairman of the board of Foote, Cone & Belding; Donald W. Thornburgh, CBS West Coast vice-president; William S. Paley, CBS president.

NEW REPAIR ORDER HAS AA2X PRIORITY

OFFICIALS of the WPB Radio & Radar Division said last week that they believed the position of broadcasters seeking maintenance and repair parts will not be affected by the new general maintenance and repair order, CMP 5, issued for virtually all industry under the controlled materials plan.

Common impression was that CMP 5 in general parallels P-133, the radio division maintenance and repair order, and except for some differences in definitions, is substantially the same. It was pointed out that the new order gives radio the same AA2X rating granted by P-133 as amended only three weeks ago [BROADCASTING, Feb. 8]. CMP 5, by its own terms, supercedes orders of the "P" series, but all "P" limitations remain valid. Members of the WPB legal department say that CMP 5 will probably be further modified before it takes effect on March 31.

Campbell Show Set

CAMPBELL SOUP Co., Camden, N. J., which took an option on the Wednesday 9:30-10 p.m. period on CBS some months ago, will start a comedy program in that spot March 3, featuring Milton Berle, comedian. A girl vocalist, orchestra and stooges will complete the show, to be aired on 63 stations on behalf of the company's soup products. Account last Friday gave up five-weekly sponsorship on CBS of *Amos 'n' Andy*, off the air for the present. The team declined Campbell's offer of the half-hour, now scheduled for the Berle series. Ward Wheelock Co., New York, is agency.

Shoe Polish Series

KEYED to the shoe rationing order, a campaign will be started on New York and Philadelphia stations by Knomark Mfg. Co., Brooklyn, promoting Esquire and Knomark shoe polishes as a means of conserving shoes. Starting date and station lineup have not been determined. Agency is Consolidated Adv., New York.

WLB Simplifies Wage Adjustment

Broadcasters Aided by New Form 10, Now Available

A REVISED Form 10, simplifying applications for voluntary wage increases for employes under War Labor Board jurisdiction in the national wage stabilization program, is now available at more than 100 local offices of the Labor Dept's. Wage & Hour division.

The new form includes two special questions that will simplify the work of broadcasters seeking to adjust earnings of individual announcers, technicians or other employes. Questions 13 and 14 on the form, which is made out in quadruplet, deal with cases of inequality, when a particular employe claims that he is underpaid.

Wage and Hour officials point out that many individual wage increases are permitted without recourse to Form 10, which may take as long as two months to clear. Employers are advised to file a preliminary inquiry on the simple Form 1.

Within two or three days, their local Wage & Hour officials will give an opinion whether the raise requires WLB approval.

Axis Trial Dramas

COUNCIL FOR DEMOCRACY will present a series of five programs on NBC starting Saturday, Feb. 27, titled *Day of Reckoning*. Well-known writers will contribute scripts, centering around trial and prosecution of Axis leaders. First broadcast, written by Moss Hart, is titled *Hitler on Trial*. Raymond Massey, radio, film and stage actor, has received special leave from the Canadian Army to portray Lincoln, the prosecutor. Monty Woolley will impersonate Satan, who defends the Nazi chief. Subsequent broadcasts, to be heard Saturdays, 7-7:30 p. m., will stage trials of Mussolini, Tojo, Laval and Quisling.

Satevepost Plans $600,000 for Time

Circulation Drive Includes Spots, Special Campaigns

OVER $600,000 will be spent by the Curtis Publishing Co., Philadelphia for year-round spot radio promotion on *Saturday Evening Post* circulation drive which started last Tuesday, Feb. 16. One-minute transcribed announcements broadcast on Wednesdays, Thursdays, and Fridays on varying schedules averaging, for the most part, eight to ten announcements weekly, have been placed on 95 stations in 29 cities. Agency is MacFarland, Aveyard & Co. Stations on a 52-week contract are:

WJZ WMCA WQXR WEAF WEN WNEW WOR WABC KNX KHJ KEC KFI WENR WCFL WIND WBBM WMA WLS WGN WAAF WBZ WEEI WHD WNAC KFRC KPO KYA KQW KRO WFIL KYW WCAU WIP WXYZ CKL WWJ WJR WJSV WRC WOL WMAL.

The following stations will be used for special SEP promotions from time to time:

KOA KLZ KVOD WQAM WSUN WB WATL WGST KOIL WFBM WIRE WW WSMB KSL KDYL WOW KTAR KO WHO KSO KRNT KIRO KOMO WT KSD KMOX KXOK WGR WGY WSA WCPO WGAR WTAM WHK KGW KO KALE WBAL WCAO WCCO KST WDAF KMBC KCMO KRLD KGK WFAA KTRH KPRC KDKA WJA WCAE.

Finance Drive

SEABOARD FINANCE Co., Los Angeles (loans, investments), stressing prompt payment of 194 income tax, in a 30-day campaign which started Feb. 15, currently is sponsoring a varied schedule, totaling more than 5,000 transcribed 20 and 30-second announcements, on 26 western stations. Utilizing from one to ten announcements daily, station list includes KEVR KRSC KWJJ KXL KGO KFRC KSFO KYA KROW KROY KTRB KGDM KMJ KERN KPAS KIEV KFOX KFAC KMTR KFVD KRKD KMPC KGB KFMB KPHO KTAR. In addition, six weekly quarter-hour newscasts plus live spot announcements are being used on KFI and KPO. Smith & Bull Adv., Los Angeles, has the account.

War Noises on Discs

STANDARD RADIO, Chicago, has recorded a group of transcriptions carrying authentic battle sounds of World War II. In addition to aerial battles and sounds of U. S. Air Force fighter planes, tank maneuvers, artillery fire and plane strafing, British air raid and all-clear signals have been transcribed. Modern steam passenger trains as well as crowd effects are also on the new releases. The new war sounds, according to Gerald King, co-owner of Standard Radio represent Standard's most ambitious undertaking in the sound effect field.

Farm Safety Discs

NATIONAL Safety Council, Chicago, has prepared for national release a series of one-minute transcriptions offering advice to farmers concerning the prevention of accidents which may hinder the war production effort. Announced by Everett Mitchell, agricultural director of NBC-Central Division, recordings were supervised by Ted MacMurray, production director of BLUE, Chicago.

Big Aggie Says:

VICTORY WILL SCATTER THE *OKIES

Dozens of alert national advertisers agree that it's a sound investment to spend their advertising dollars out here where there's plenty of money *now* and where radio listeners will continue to do business, after Victory, at the same old stand.

Food produced on the nearly half million farms in the WNAX area will win the war . . . and win the peace. These farms are our defense plants. They are equally important as those manufacturing guns, airplanes and ammunition.

There is one important difference between farmers producing food and the hundreds of hard working Americans employed in defense areas. Farmers will continue to produce foodstuffs . . . long after Hitler and Hirohito sign on the dotted line.

WNAX listeners are here to stay. Nearly 4,000,000 people (81% rural) make their homes in the WNAX primary area and when peace comes they'll still be home . . . still buying your product.

Your product is needed here *now*. And with a $1,500,000,000.00 increase in farm income, there's more than ample money with which to buy it. The selling investment you make *here* today will bring tomorrow's dividends . . . free from the gamble of shifting markets, free from the uncertainty of post-war reorganization.

*OKIES *A worker who migrates . . . maybe to a defense area.*

WNAX

The Billion Dollar Market

SIOUX CITY - YANKTON 570 ON YOUR DIAL

Affiliated with Columbia Broadcasting System

A COWLES STATION

Represented by the Katz Agency

WWNC Radio School

AN EMERGENCY radio school for announcers will be conducted by WWNC, Asheville, N. C. to meet the station's need for trained men and women. Beginning March 15, the course will last approximately six weeks and will cover every phase of announcing. Students with an adequate education who are draft exempt and who pass preliminary voice audition will be given three-hour courses in the station's studios.

FM Anniversary

FOURTH anniversary of FM Broadcasters Inc., was observed Feb. 15, with expansion activities of high-fidelity stations stalled under the equipment freeze. FM Broadcasters Inc. said in a statement last week "the actual anniversary was Jan. 29, but we didn't get around to mentioning it until now." Statement predicted that 1945 would be a big year for FM.

OWI TIPS FOR RADIO WRITERS

Cautions Against Tieing Commercial Plugs to War Effort, Citing Examples

RADIO's wartime job is to explain and instruct, according to the Office of War Information, and to help the industry do that job the OWI Domestic Radio Bureau has issued a 16-page booklet of suggestions *When Radio Writes for War*.

Douglas Meservey, acting chief of the Radio Bureau, in releasing the booklet, emphasized that it contains "suggestions — not regulations". "We have no desire to be censors, no desire to tell writers what they should say," the preface advises. "We want only to point out—in accordance with the wish of these writers themselves—some of the common errors that often cause listener confusion."

Urging writers to fortify themselves with all facts of any subject the booklet cautions that "radio must present the war and its problems in true proportions, observing always the tenets of good taste".

Playing up the United States and belittling other United Nations is frowned on. Use of superlatives and catch-phrases to emphasize individual points such as those pertaining to War Bonds, food distribution and so on, is discouraged. Each is a part of the overall campaign for victory. Calling every new campaign a "second front" also is bad, according to OWI.

Horror stuff on the air is not good taste, says OWI. Care should be exercised in placing war messages on all types of programs, it is suggested. They shouldn't be mixed with comedy as to be lost in the gag; neither should a gutter voice come in with "Stop, in the name of the Third Reich" and pretend to take over the station. That type of copy gives the listener a sense of being duped, cautions OWI.

"In our judgment it is poor taste to tie commercial plugs in with war messages," comments OWI. "Listeners lose confidence not only in the message but also the product which tries to capitalize on the gravity of the war. Surveys and letters of protest show a strong public resentment to the practice of commercial advertisers injecting highpower pressure at the expense of the war."

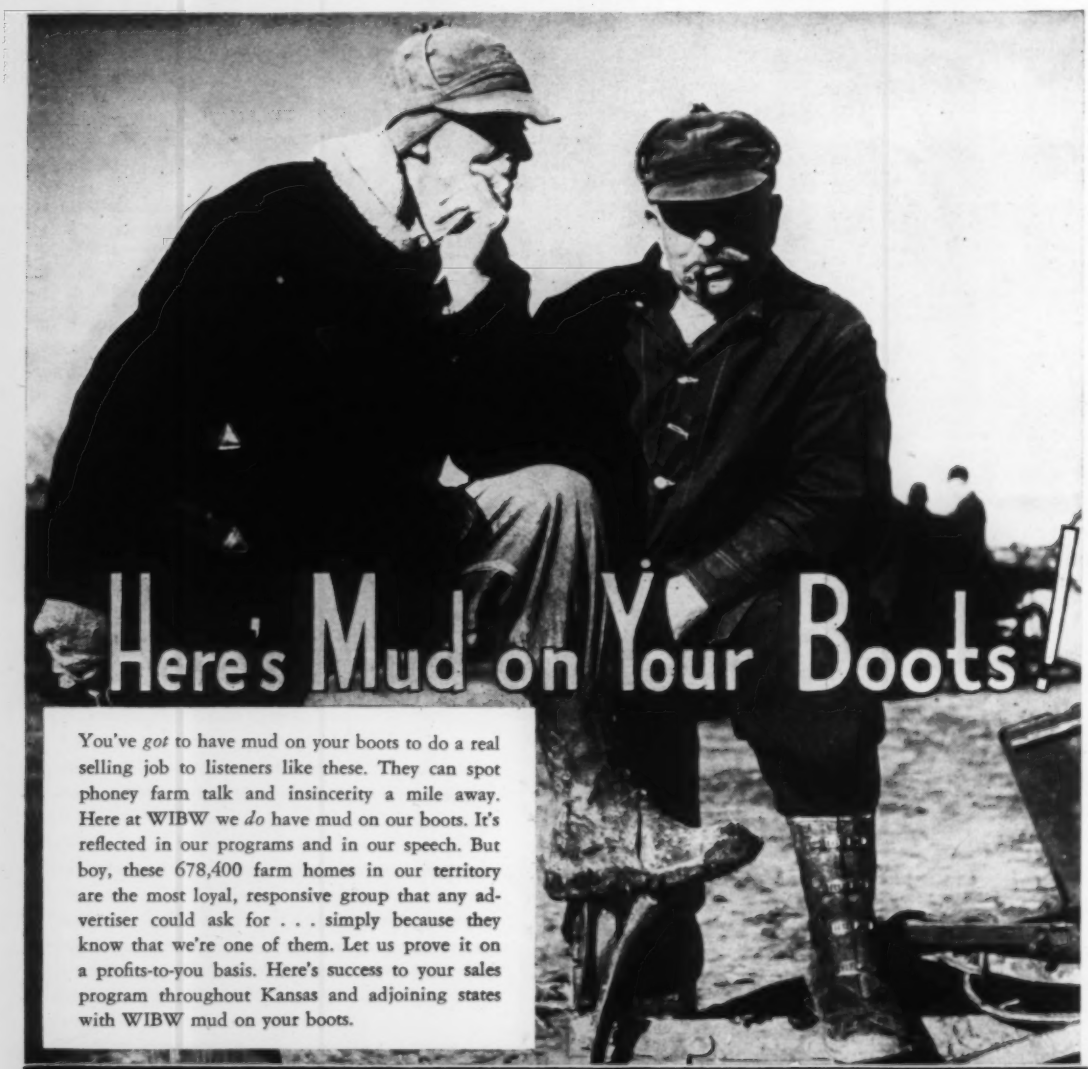
As a "horrible example" of what not to do, OWI cites a slogan "flaunted by the maker of a hair-removal cream"—"For a nation under arms, watch your underarms." The OWI also abhors commercials that urge women to feed their war-worker husbands certain cereals so "they can help win the war."

Writers are urged to clear their scripts with proper Government agencies—not for censorship purposes, but to be sure they have facts correctly stated. Explaining that clearance is "not censorship" the OWI concludes: "The Domestic Radio Bureau of the OWI at Washington or any of its regional offices throughout the country will be glad to give you advice."

UNIQUE TABLE designed by Ra Lyon, recording studio director WOR, New York, is sloped so that unwanted reflections of sound are kept out of the microphone, doing away with the distorted waves reflected back by the ordinary flat table. Made of four inches of rock wool acoustic treatment, topped by a piece of perforated transite, the surface is said to absorb undesirable tones of the voice, giving absolute, natural reproduction. Here is a member of the WOR staff adding decorative background to the table

Pronunciation Guide

SO POPULAR was the first guide book of recommended pronunciations for CBS announcers and newscasters published last August, a revised edition brought up to date has been released by the network to go to all CBS affiliates, including Canadian outlets, as well as to the BBC. Prepared by W. Cabell Greet, CBS speech consultant and associate professor at Barnard College, the 138-page guide entitled "War Words" contains over 4,000 war words, names and place. It is published by Columbia U. Press [$1.50].



You've *got* to have mud on your boots to do a real selling job to listeners like these. They can spot phoney farm talk and insincerity a mile away. Here at WIBW we *do* have mud on our boots. It's reflected in our programs and in our speech. But boy, these 678,400 farm homes in our territory are the most loyal, responsive group that any advertiser could ask for . . . simply because they know that we're one of them. Let us prove it on a profits-to-you basis. Here's success to your sales program throughout Kansas and adjoining states with WIBW mud on your boots.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

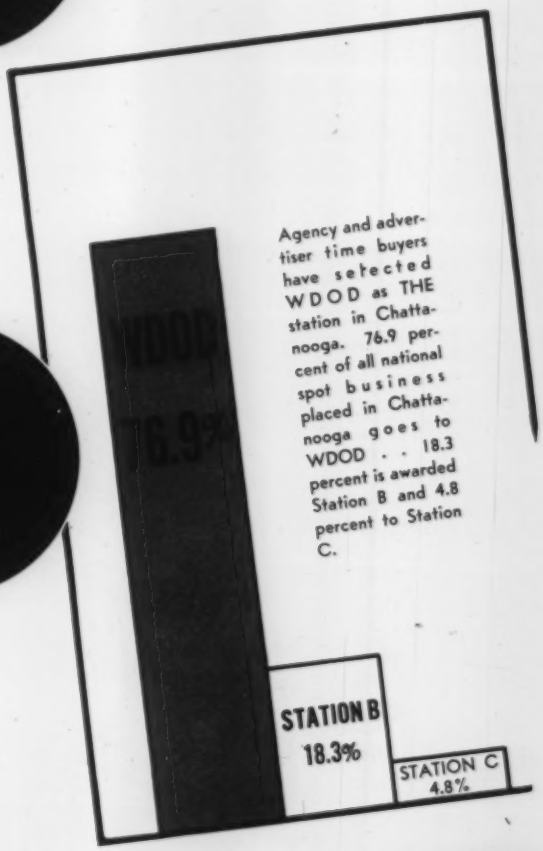
IN THE

TIME BUYERS POLL

There's a reason why WDOD is the choice of time buyers everywhere. Now in its 18th year, this pioneer radio station is enjoying the greatest season in its entire history. The chart opposite gives the details of a recent survey that proves WDOD's dominance.

—IT'S WDOD FOR CHATTANOOGA!

The Sales Management's preferred list of high-spot cities shows Chattanooga not only one of the top markets in Tennessee, but one of the leading markets in the entire nation. Retail sales in the first eight months in 1942 are estimated at 48 percent above the 1939 level. Its actual retail sales for January 1943 represent a larger gain than that of any other Tennessee city.



Agency and advertiser time buyers have selected WDOD as THE station in Chattanooga. 76.9 percent of all national spot business placed in Chattanooga goes to WDOD . . 18.3 percent is awarded Station B and 4.8 percent to Station C.

THE TIME BUYERS' STATION

WDOD

CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

Merchandising & Promotion

BUP Promotion—WMAQ's 'Q'—Timekeeper Sales Formulas—Washington Factories

BRITISH United Press radio wire clients in Canada are scheduled to receive 24-piece sets of illustrated colored folders, designed to help stations secure additional national and local sponsors for 12 special features on the wire. Multiple sets of the folders are to be given to client radio stations, radio representatives and agencies to call attention to program sponsorship possibilities.

* * *

Who's Who

RED COVER replica of *Who's Who in America* on heavy card stock is distributed by WBBM, Chicago, promoting News Commentator Harlan Eugene Read, whose biography from *Who's Who* is reprinted in the brochure. Also contained in the promotion piece is a coincidental phone survey on the commentator's programs.

Successful Merch 'Q'

THE REAL 'CUE' to successful merchandising is contained in *The Q from WMAQ*, new publication of the Chicago station, which was mailed to 15,000 wholesale and retail grocers and druggists. Emmons C. Carlson, advertising and sales promotion manager, NBC Central Division, edits the brochure.

* * *

Plugs 'Timekeeper'

ACTIVITIES of Bill Herson, heard as the "Timekeeper" early mornings on WRC, Washington, feature a booklet titled "This is NOT the Story of Peter Rabbit".

Network Stars Exhibit

CONSTRUCTION of display cases to contain 11 x 14 prints of network stars which will be installed in the Westinghouse Building, Fort Wayne, is scheduled to begin shortly. Dick Galbreath, musician of WOWO-WGL, Fort Wayne, is photographing copies of the pictures.

* * *

Maps

KDKA, Pittsburgh, has published for distribution to advertisers a brochure containing 10 performance maps describing typical listener response to random sponsored and sustaining shows.

"TINY TABLOID", new fan publication of WHK-WCLE, Cleveland, appears in that city's cars and buses twice-monthly to boost local, Mutual and BLUE programs on the station. Next to the "Take One" box, K. K. Hackathorn, sales manager of WHK-WCLE, holds one of the car cards used by the station along with the 25,000 copies of the tiny "newspaper" distributed in the current campaign through contract with the Cleveland Railway Adv. Co.

First IN THIS VITAL MARKET
WSPD is the most listened to station in this area because it is keyed to family appeal. Get on the bandwagon and sell listeners by telling them your message over WSPD, the No. One station in this vital market.
JUST ASK KATZ
WSPD
A Fort Industry Station You Can BANK On It . . .
5000 WATTS
FORT INDUSTRY STATION
BASIC NBC
TOLEDO, OHIO

Sales Formulas

ILLUSTRATED with pictures of satisfied advertisers and agency men with the talent they use for their products, a sales brochure titled "Seven Formulas That Spell Sales in New York", distributed to the industry by R. L. Hutton Jr., WEAF promotion manager, contains the sales histories of seven WEAF sponsors: C. F. Mueller Co., using Don Goddard; Reid's Ice Cream and George F. Putnam; Tenderay Beef and Mary Margaret McBride; RCA-Victor and *Ted Cott's Sounding Board;* Old Dutch Coffee and *The Spice of Life Program* and Horn & Hardart's *Children's Hour.*

* * *

Washington's 'Industries'

GOVERNMENT "industries" form the theme of the latest brochure of WJSV, Washington, titled "Look at Industrial Washington". Fullpage illustrations in red and white depict five Government "factories" such as Civil Service Commission, with its 4,000 employes, and the Navy with 46,800, as tall smokestacks superimposed on a picture of the Capitol, with columns of employes in black and white marching from page to page.

* * *

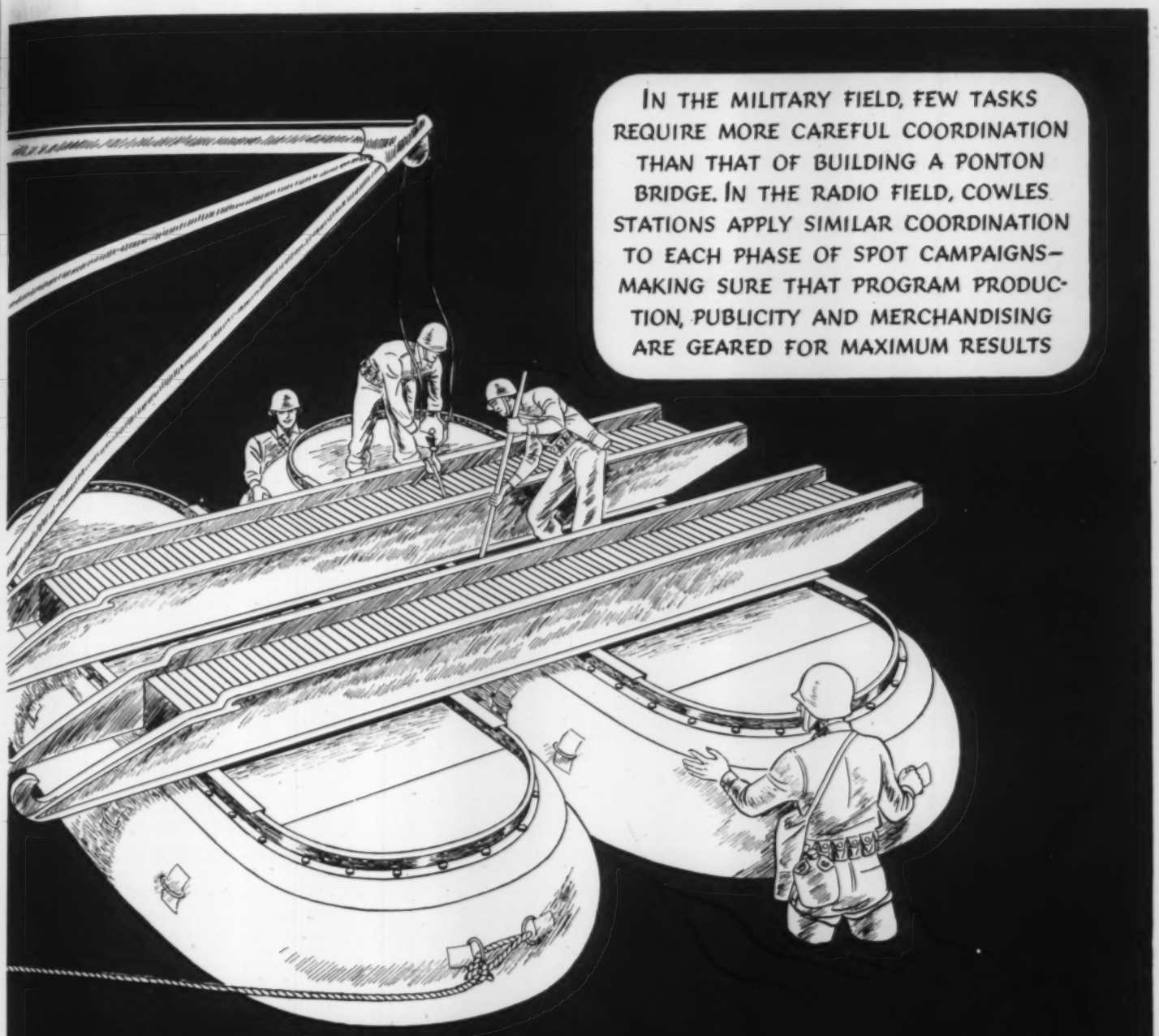
Dimes from Hayes

COPY OF *Collier's* Feb. 20th issue cost radio editors nothing last week when they opened a letter from Arthur Hull Hayes, general manager of WABC, New York, and found one thin dime glued to the page with instructions to buy the magazine and "turn at once to page 13." Page 13 revealed a picture of Lois January before a WABC mike with a column captioned describing her daily 5:30 a.m. program for soldiers in camp.

* * *

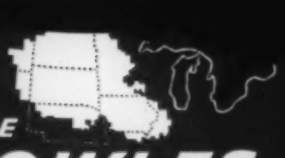
Army Rank Display

MATERIAL used by WSYR, Syracuse, in a photographic display of Army men and their ranks in the Merchants National Bank & Trust Co., that city, which was furnished by the Army, invited the public to tune in the *Army Hour*, official War Dept. Program on NBC, 3:30-4:30 p.m. Sundays. Food and department stores have requested use of the display.



IN THE MILITARY FIELD, FEW TASKS REQUIRE MORE CAREFUL COORDINATION THAN THAT OF BUILDING A PONTON BRIDGE. IN THE RADIO FIELD, COWLES STATIONS APPLY SIMILAR COORDINATION TO EACH PHASE OF SPOT CAMPAIGNS—MAKING SURE THAT PROGRAM PRODUCTION, PUBLICITY AND MERCHANDISING ARE GEARED FOR MAXIMUM RESULTS

IN MOVING MEN . . . OR MERCHANDISE
TEAMWORK GETS THE JOB DONE BETTER



THE COWLES STATIONS

GEARED FOR RESULTS

WMT	KRNT	KSO	WNAX
CEDAR RAPIDS WATERLOO	DES MOINES	DES MOINES	SIOUX CITY YANKTON

AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE

REPRESENTED BY THE KATZ AGENCY

XUM

NORTH CAROLINA is the SOUTH'S No. 1 INDUSTRIAL STATE

VALUE of MANUFACTURED PRODUCTS

NORTH CAROLINA

AVERAGE OF NINE OTHER SOUTHERN STATES

Source: — Census of Manufactures, 1939

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

Wires of Thanks Sent to Boost Sale Of OWI Programs, Connor Tells Ward

EDITOR'S NOTE: *When the Office of War Information recently sent telegrams to all broadcasters, praising them for their cooperation in the nation's war program, S. O. Ward, owner of WLAK, Lakeland, Fla., local, protested to Elmer Davis in a letter, a copy of which was printed in* BROADCASTING, *Feb. 8. In reply to Mr. Ward's criticism of the OWI for spending money for telegrams when a note by mail would have sufficed, Richard F. Connor, chief of station relations, Domestic Radio Bureau, OWI, sent the following letter, dated Jan. 29, to the Lakeland broadcaster:*

"Dear Mr. Ward:

"Mr. Davis has requested that I reply to your letter of Jan. 26 with regard to his telegram of Jan. 21.

"I am sorry the receipt of this telegram affected you adversely. It was sent, however, at the request of scores of stations throughout the country.

"As you know, the 'Uncle Sam' series, which is a part of the OWI Station Transcription Plan, begins on Feb. 1. OWI is producing this five-a-week series, containing important war information, and has arranged by special ruling, that this government-produced series may be made available to stations for local sponsorship without cost to the station.

"Many stations have written us, asking for some official indication of the importance and significance of this series, in order to enlist the interest of their local advertisers. We sent the telegram nightletter, at a low government rate, and felt that it was worth the relatively small expenditure on the part of the Office of War Information, if it would help provide a means of additional revenue for stations."

Two Civilians, Officer Named to Kirby's Staff

APPOINTMENT of two civilians and one officer to the War Dept. Radio Branch under Lt. Col. E. M. Kirby, chief, was disclosed last week by announcement from Hollywood that Gary Breckner, CBS announcer-m.c., would report this week as program production chief. He takes over a post vacated recently by Jack Joy, who was named chief of the Broadcast Service Section. Harry Walsh of KOIL, Omaha, joins the Radio Branch this week as scriptwriter in the Broadcast Service Section.

Second Lt. Thomas J. Walsh, formerly of WXYZ, Detroit, who recently was graduated from Officer Candidate School, reported to Col. Kirby last Monday and was assigned to the Placement Section under Capt. Frank E. Pellegrin. Lt. Walsh, who was inducted last May, was with the King-Trendle station for eight years. In another Radio Branch shift Joe Brechner, chief scriptwriter, was transferred to the Placement Section, following appointment of Capt. Hal B. Rourke as assistant to Col. William Nuckols, assistant for Army Air Forces to Maj. Gen. Alexander D. Surles, director, Bureau of Public Relations [BROADCASTING, Feb. 15].

UP Foreign Clients

UNITED PRESS has completed plans to serve a number of stations in North Africa, the Middle and Near East, bring the worldwide total of UP radio clients to 640. Latest additions include stations in Ankara and Istanbul, Turkey; Palestine Broadcasting Corp.; Iraq Broadcasting Co., Baghdad; Egyptian Broadcasting, Cairo; South African Broadcasting Co., Johannesburg, Capetown and Durban. Contracts have been signed to begin service to outlets in Damascus and Beirut, Syria, as soon as physical equipment can be completed.

14 SERVICE STARS
Three More WSM Employes Now in Army

ANNOUNCEMENT last week that three employes had left WSM, Nashville, to enter the Army led to disclosure that 14 or more staff members of the National Life & Accident Ins. Co. station now are in the services.

Albert E. (Hoot) Gibson, station promotion manager the last 3½ years, recently left for Army duty. He is a first lieutenant of infantry, in training at Washington & Lee U. He is succeeded at WSM by Bob Shimbaum, formerly of WNOX, Nashville, and WDOD and WAPO, Chattanooga, known on the air as Bob Sherry.

Winston S. (Red) Dustin, WSM advertising and merchandising manager, left to join the Army Air Forces, and is assigned to the public relations office of the Ferrying Command, Memphis. Jud Collins, special events and commercial announcer, has joined the Army Air Forces as an aviation cadet.

Other former WSM staff members, in the armed services are:

Lt. Col. E. M. Kirby, chief of the War Dept. radio branch, one-time public relations director of the station; Capt. Jack Harris, Col. Kirby's executive officer, former director of news and special events; Jack DeWitt, chief engineer; John Campbell and Arthur Omberg, engineers, now civilian consultants with the Signal Corps, Washington; Lt. Runcie Clements Jr., son of the president of National Life and former member of WSM business office, now on duty in the Navy; Marvin Hughes, Malcolm Crain, "Snookie" Landman, Audrey Royalty and Herbert Ogilvie, staff musicians, all in the Army. Walter Beardon, engineer, also is in the Army.

EDWARD R. MURROW, CBS London correspondent, is narrator on "Leningrad Fights", feature-length film showing that city's resistance to the Nazis.

American Radio is in Good Hands Today

It is in the hands of people who have spared no effort, neglected no opportunity, to make radio a weapon for Victory

From broadcasting entertainment that builds morale, to information that keeps the country alert, from explanations of war-time measures, to requests for cooperation with Government drives, the support of the American broadcasters has been wholehearted, enthusiastic, and efficient.

RCA has furnished equipment and technical services which have aided the broadcasters in the past. But because our plants and laboratories are working around the clock to build radio equipment for our armed forces, our service to broadcasters may not have been up to the standards RCA has set for itself.

We intend to keep producing that equipment, and to keep devoting ourselves completely to the task of winning this war. But we intend also, to the best of our ability, to aid the broadcasters in their important work. The skill, the knowledge, the resources of RCA are yours to command wherever available. If you have equipment problems, and if you feel we can be of service to you, write to us, call us, get in touch with us. We may be able to lick them together!

RCA BROADCAST EQUIPMENT

RCA Victor Division

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

Purely PROGRAMS

BLUEPRINT for personal success is the theme of a Sunday afternoon series on WISH, Indianapolis, called the *8 Cylinder Club*. Regular listeners are counted members of the club. For 10 cents they are supplied with a large sheet similar to an architect's blueprint on which they may develop their own personal plans week by week.

Aim of the club is to do for its individual members what research departments of business firms do for industry. Idea originated with Mansur B. Oakes, who conducts the series. Noel Iliams, Indianapolis, the Indiana manager for the Business Men's Assurance Co. of Kansas City, is the sponsor. Script of the programs will be offered to advertisers for use on local stations.

Consumers' Welfare

SLANTED to the consuming public, a weekly quarter-hour program, *Your Home, Your Welfare, Your Pocketbook*, has been started on KNX, Hollywood. Conducted by Elsie Jensen of the local Office of Price Administration, series explains price regulation and features occasional guest interviews.

* * *

Welfare Work Dramatized

WELFARE work done by residents of the city and county of Camden, N. J., other than that performed through agencies supported by public funds, is subject of new Monday evening series, *The New Jersey Idea* on WCAM, Camden. Welfare and business groups provide material for dramatizations.

Password of the Day

NOVEL program on WHIO, Dayton, called *Hidden Password*, has evoked listener response. Unannounced songs played on an organ must be identified to obtain the key to the password for the day since the hidden password is composed of a word from titles of each song used. Winners, selected on the basis of accuracy, prompt reply and neatness, are four each day—two Dayton residents and two from outlying districts. Simple tunes are chosen for the program.

* * *

Negroes at War

DESIGNED to show the part Negroes are playing in the war effort, a dramatized series, *My People*, started recently on Mutual, with a program inspired by Lincoln's birthday. Mrs. Eleanor Roosevelt, and Roland E. Hayes, tenor, participated in the first broadcast. George Zachary, chief of the OWI Program Service Division, supervises the weekly programs.

Preventing Illness

TO COUNTERACT the increasing shortage of doctors, and provide the public with simple rules for prevention and relief of illness, two stations are presenting series of health programs. WMCA, New York, has started a five-weekly half-hour program, titled *The Medicine Chest*, conducted by Dr. Frederic Damrau, a New York physician. WTMJ, Milwaukee, in cooperation with the city's health department, has begun a dramatic quarter-hour, *March of Health*, heard Saturdays. Dr. Edward Krumbiegal, city health commissioner, dealt with present trends in combatting infantile paralysis on the opening broadcast.

* * *

Wartime New Mexico

THE ROLE New Mexico is playing in the war effort, is described in *New Mexico at War*, heard Fridays, 7-7:30 p.m. on KOB, Albuquerque. A brief historical sketch with information about agricultural, mining and oil production of each county is featured. Two weekly prizes for school children's essays on the subject, "What Our Community is Doing in the War Effort", are offered. Sponsor is the Charles Ilfeld Co., wholesalers.

* * *

FBI True Tales

FAMOUS CASES cracked by the Federal Bureau of Investigation are dramatized in a new series on WKY, Oklahoma City, *Files of the FBI*, broadcast Fridays, 9:30 p.m. Produced by John I. Prosser, production manager, and written by Scott Bishop, continuity director, from factual material approved by FBI Director J. Edgar Hoover, the series features W. G. Bannister, Oklahoma FBI chief.

* * *

Kentucky Tomorrow

KENTUCKY'S postwar development is considered in a series of 32 weekly quarter-hour programs on WHAS, Louisville, in cooperation with the U. of Kentucky. Talks by University experts on subjects such as Kentucky's manpower, mineral wealth, transportation facilities, taxes, schools, forests, agriculture, technology and tourist possibilities are featured.

* * *

European Underground

FROM official records of the European underground movement, supplied by the Free World Assn., material is drawn for a weekly half-hour series heard on WMCA, New York. Names, dates and places are substituted to protect persons whose activities are dramatized. The association is a non-profit clearing house for world democratic forces.

* * *

Builders of Ships

GLORIFYING shipbuilders' part in the war effort, *Report of the Union* on KFRC, San Francisco, pays dramatic tribute to welders, molders, riggers, production workers and others. Weekly show, produced by Watson Humphrey and written by Dave Selvin, is sponsored by the Bay Cities Metal Trades Council and placed through Rhoades & Davis Adv. Agency, San Francisco.

Come On In!
The Market's Fine!

No foolin'! Nashville is one market you can't afford to miss, and WSIX covers it to your complete satisfaction.

Prosperity is here for the duration and well beyond. Whether you want to increase your sales today or build your prestige for the future, Nashville and WSIX offer you an ideal combination. Write for availabilities.

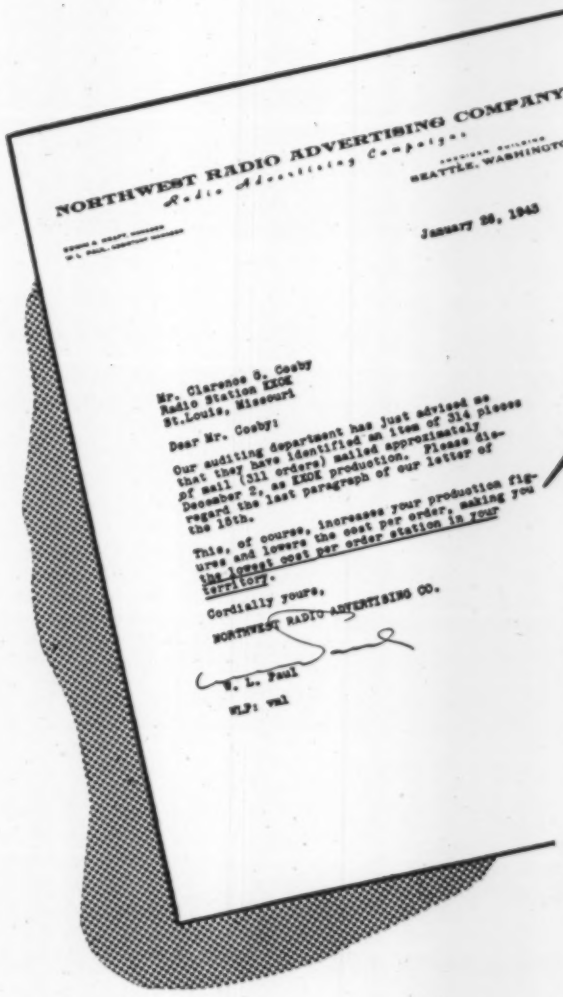
Member station the Blue Network and Mutual Broadcasting System
Spot Sales, Inc., National Representatives

5000 WATTS

WSIX "The Voice of Nashville"
NASHVILLE, TENN.

980 KILOCYCLES

"lowest cost per order station in your territory"



NORTHWEST RADIO ADVERTISING COMPANY
Radio Advertising Campaigns
SEATTLE, WASHINGTON

January 28, 1943

Mr. Clarence O. Cosby
Radio Station KXOK
St.Louis, Missouri

Dear Mr. Cosby:

Our auditing department has just advised us that they have identified on item of 314 pieces of mail (311 orders) mailed approximately December 2, as KXOK production. Please disregard the last paragraph of our letter of the 16th.

This, of course, increases your production figures and lowers the cost per order, making you the lowest cost per order station in your territory.

Cordially yours,
NORTHWEST RADIO ADVERTISING CO.

W. L. Paul

WLP: vml

Thanks, Mr. Paul. It's always nice to hear of the effectiveness of KXOK as an advertising medium, especially when you receive proof in the form of actual sales. Here's the success story.

From November 5, 1942, up to and including December 19, 1942, KXOK ran a series of 5-minute transcribed programs in the interest of Simon & Schuster Tax Books, selling at one dollar a copy. *This series actually sold 7,343 books as a direct result of these KXOK programs!* And of the four St. Louis stations used, KXOK was the lowest cost per order station in this territory.

Let us give you more details on how KXOK rang the sales bell for this sponsor, and how you can profitably use KXOK to stimulate sales in the St. Louis market, too! On the air 24 hours daily.

Nationally represented by Weed & Company.

KXOK

ST. LOUIS BLUE NETWORK

THE ST. LOUIS STAR-TIMES STATION 630 KILOCYCLES 5000 WATTS FULL TIME

Liquor Ad Regulation Revived in Senate Bill

BILL to limit advertising of alcoholic beverages on radio stations was reintroduced in the 78th Congress recently by Sen. Johnson (D-Col.), and referred to the Interstate Commerce Committee. A similar bill was introduced last session, but never reported.

Sen. Johnson's bill, a milder form of a measure he had proposed several times before, would make it unlawful to broadcast liquor advertising into a State or adjoining country at a time when liquor broadcasts are illegal in that area. The new measure, Sen. Johnson claims, would not affect local stations since their signals generally do not reach other states.

KSTP Adds Correspondent

KSTP, St. Paul, in addition to its UP press-wire service, has added a special Washington correspondent, Frank Conner, of the *Chicago Sun*.

Nearly 200 Stations Lacked Net Income In 1940, New Revenue Figures Reveal

ALMOST 200 broadcast stations of 650 that filed income tax returns in 1940 showed "no net income" for the year, according to a current breakdown of corporation taxes released by Guy T. Helvering, Commissioner of Internal Revenue.

197 Showed Deficit

Radio's average was far better than that of associated trades, according to Internal Revenue, however, for over half the magazines and book and music and advertising firms showed losses, and nearly 50% of newspapers paid no income taxes.

The statistics indicated that 197 broadcasting and television stations showed a deficit of $1,022,000 on a gross income of $7,862,000. At the same time, the Bureau found that 389 broadcast stations had a net income of $26,746,000. The stations paid income taxes of $6,075,000, from a gross income of $153,273,000. They distributed dividends totaling $12,944,000.

Among the allied industries, 2,197 advertising agencies filed returns. Of these, 1,011 showed profits and 1,039, "no net income". Agencies reporting a profit, paid $4,091,000 income taxes on $19,467,000 net income. Their dividends were $11,282,000: their gross income, $360,069,000. Agencies with "no net income" reported deficits of $7,804,000.

Newspapers filed 1,434 returns showing profits, 1,148 with "no net income". Newspaper profits were $87,777,000, of which $18,472,000 was paid in income taxes and $48,387,000 in dividends. Papers in the "no net income" bracket, 1,148 in number, lost $13,428,000 in 1940.

Among periodicals, 420 showed a net of $25,947,000, paid $5,573,000 in taxes and $12,871,000 in dividends. Deficits of 475 others totaled $5,061,000. Book and music publishers had a net of $9,096,000 for 242 firms reporting, while 330 lost $2,039,000.

Manufacturers of communications equipment and phonographs showed a net income of $64,838,000 in 190 returns, the Internal Revenue Bureau reported. These firms paid income taxes of $15,006,000, and dividends totaling $30,435,000. An additional 174 manufacturers showed deficits of $3,070,000 in 1940.

At the same time, Commissioner Helvering's annual report for the fiscal year June 1941-June 1942 showed that manufacturers of radio sets, phonographs and components had paid $19,144,408 in excise taxes. Effective Oct. 1, 1941, a 10% tax had been imposed on these products.

Other Internal Revenue figures for the excise tax on radios, phonographs and components show that from Oct. 1-Dec. 31, 1941, total payment to the Government was $9,174,623, while for the period Jan. 1-Dec. 31, 1942 the tax yielded $17,080,819.

RADAR DELAYED

BEW Economist Says Industry Was Not Interested

DEVELOPMENT of radar, radio's miracle contribution to the war, was delayed in the United States before Pearl Harbor because it did not seem to have any profitable major peacetime use, Dr. Lyman Chalkley, head economic analyst for the Board of Economic Warfare, wrote last week.

Discussion of radar, a subject of intense Army and Navy secrecy, arose in a monograph "Technology and the Economics of Total War" which was prepared over six months ago, and therefore not cleared by OWI. Dr. Chalkley maintained that the profit system is inadequate in preparing a nation for total war, and that national security requires an economy based on need rather than gain.

NBC Latin Tieup

TO ASSIST the OWI in its campaign to popularize the meaning of the Four Freedoms of the Atlantic Charter, NBC's Inter-American U. of the Air is devoting four of its Sunday afternoon *Lands of the Free* broadcasts to discussions by four noted speakers of their importance. Feb. 21, Mrs. Franklin Roosevelt spoke on "Freedom of Speech"; Feb. 28, Norman Rockwell will talk on "Freedom of Worship"; March 7, Stephen Vincent Benet, "Freedom from Want", and March 14, Archibald MacLeish, "Freedom from Fear." Series also ties in with a campaign by the *Saturday Evening Post*, which is devoting four of its covers to these freedoms.

Arizona
Bank Deposits JUMPED 53.72% During 1942
Especially are we proud of the exceptional gain recorded by Arizona's own Valley National Bank, long time sponsor of the 9:15 P.M. News from KTAR. This institution, through its nineteen convenient offices throughout the state, led the way with a 66% increase. Your perfect approach to the growing wealth of this market is KTAR. . .
KTAR
PHOENIX ARIZONA
KEY STATION OF THE
Arizona BROADCASTING CO. Inc.
Represented Nationally by
Paul H. Raymer Company
New York Chicago Detroit San Francisco Los Angeles
The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix
★★KVOA-Tucson
★★KYUM - Yuma
★★KGLU-Safford
★KCRJ - Jerome
★KWJB - Globe
★KYCA-Prescott
★★ NBC and BLUE Network Stations
★Other ABC Stations
Affiliated with the PHOENIX REPUBLIC and GAZETTE

"DID YOU ORDER 229 ORCHIDS?"

YES, FOR THE 229 NATIONAL AND REGIONAL ADVERTISERS* WHO MADE 1942 OUR BIGGEST YEAR TO DATE

** An increase of more than 10% over 1941. Does not include 180 other accounts, strictly local in nature.*

Acme White Lead Works
Adam Hat Stores, Inc.
Affiliated Products, Inc.
Allcock Manufacturing Co.
American Bird Products, Inc.
American Cigarette and Cigar Co.
American Cranberry Exchange
American Home Products
American Industries Salvage
American Tobacco Company
Anacin Company
Armour and Company
Armstrong Cork Company
Associated Serum Producers Inc.
A & P Tea Company
Audiphone Company
Barbasol Company
Bayer Company, Inc.
Beechnut Packing Company
Bishop Cafeterias
Bisodol Company
Bond Clothing Company
Bristol-Myers Company
Bulova Watch Company
Campana Company
Campbell Soup Company
Canada Dry Ginger Ale Co.
Carey Salt Company
Carter Products, Inc.
Celanese Corporation
Chatham Manufacturing Co.
Chesebrough Mfg. Co.
Chicago, Milwaukee, St. Paul & Pacific Railroad
Chick Bed Company
Chocolate Products Company
Chrysler Corporation
D. L. Clark Company
Coca Cola Company
Colgate-Palmolive-Peet Company
Colonial Baking Company
Colusa Products Company
G. E. Conkey Company
Consolidated Royal Chemical Corp.
Continental Baking Company
Continental Oil Company
Dr. B. L. Corley
Corn Products Refining Company
L. L. Coryell Oil Company
Crescent Macaroni Company
Council on Candy as Food in the War Effort
Crete Mills
Cudahy Packing Company
Cummer Products Company
Curtiss Candy Company
Diesel-Wemmer-Gilbert Corp.
DeKalb Agriculture Association
Detroit Bible Class
Double-Mix, Inc.
Drain Tile Institute
Elgin Watch Company
Emerson Drug Company
Epiphany Sunday School
Eversharp, Inc.
Ex-Lax, Inc.
Fanny Farmer Candy Shops
Farmers' Mutual Hail Insurance Co.
Farmers' Mutual Reinsurance Co.
Fenn Brothers, Inc.
Ford Motor Company
Foreman and Clark
Fox Chemical Company
Gamble Stores
General Cigar Company
General Electric Company
General Foods
General Mills
General Motors
Gillette Safety Razor Company
Gooch Milling Company
Good Foods, Inc.
Gospel Broadcasting Association
Gotham Silk Hosiery Company, Inc.
Griffin Manufacturing Company
Grove Laboratories, Inc.
Hall Brothers, Inc.
Hartz Mountain Products
Haskins Brothers and Company
Hecker Products Company
Highland Potato Chips Company
Hilex Company
Inland Milling Company
International Cellucotton Co.
International Silver Co.
Iodine Educational Bureau
Iowa Dairy Industry Comm.
Ironized Yeast Company, Inc.
Andrew Jergens Company
Dr. Floyd B. Johnson
Johnson and Johnson
Johns Manville Company
K. C. Baking Powder Company
Kellogg Company
Kolynos Company
Lady Esther, Ltd.
Lever Brothers Company
Lewis Howe Company
Libby-McNeil and Libby
Liggett and Myers Tobacco Co.
Thomas J. Lipton, Inc.
Lockheed-Vega Corp.
Longines-Wittnauer Watch Co.
P. Lorillard Company
Lowe Brothers Company
Ludens, Inc.
Lutheran Laymen's League
Luxor, Limited
Magazine Repeating Razor Co.
Manhattan Soap Company
Marrow's, Inc.
Marshall Canning Company
Mennen Company
Mentholatum Company
Miles Laboratories, Inc.
Minneapolis-Honeywell Regulator Co.
Minnesota Mining and Mfg. Co.
Metro-Goldwyn-Mayer (Loew's, Inc.)
Montgomery Ward and Company
Morton Salt Company
Monticello Drug Company
Musterole Company
Mystic Mills
National Biscuit Company
National Refining Company
National Soap Company
Nitragin Company, Inc.
Northern Pump Company
Northwestern Bell Telephone Co.
Northwestern Yeast Company
Nu-Enamel Company of Iowa
Nu-Way Manufacturing Company
Old Ben Coal Company
Olson Rug Company
Omar, Inc.
Ontario Travel Bureau
Pacific Coast Borax Company
Pan-American Coffee Bureau
Paramount Pictures, Inc.
Parker Pen Company
Pennsylvania Salt Mfg. Co.
Pepsi-Cola Bottling Company
Pepsodent Company
Pet Milk Sales Corp.
Philco Radio and Television Corp.
Philip Morris and Company, Ltd.
Phillips Chemical Company
Phillips Petroleum Company
Pillsbury Flour Mills Company
Plough, Inc.
Postal Telegraph Company
Potter Drug and Chemical Corp.
Procter and Gamble Company
Prudential Insurance Company
Pure Oil Company
Quaker Oats Company
Ralston Purina Company
Rath Packing Company
RCA Manufacturing Company
Reid, Murdoch, and Company
R. J. Reynolds Tobacco Co.
RKO Pictures, Inc.
Royal Lace Paper Works, Inc.
Russell-Miller Milling Co.
Sargent and Company
Schulze Baking Company
Sears, Roebuck and Company
Seeck and Kade, Inc.
Seiberling Rubber Company
R. B. Semler, Inc.
Serutan Company
Service Optical Company
Seventh Day Adventist Comm.
Shaler Company
Sherwin-Williams Company
Simoniz Company
Sinclair Coal Company
Sioux City Stockyards Co.
Smith Brothers
Socony-Vacuum Oil Co., Inc.
E. R. Squibb and Sons
Staley Milling Company
Standard Brands, Inc.
Standard Oil Company
Standard Welding Institute
State Sales Company
Sterling Products, Inc.
Stokely Brothers
Sun Way Vitamin Company
Swift and Company
Tangney McGinn Hotels
Tanvilac Company
Texas Company
Tidy House Products Company
Time Magazine
Thompson Hybrid Corn
Tone Brothers
True Story Magazine
United Drug Company
United Fruit Company
U. S. Rubber Company
U. S. Tobacco Company
Vick Chemical Company
Wander Company
William R. Warner, Inc.
Washington State Apple Comm.
R. L. Watkins Company
Welch Grape Juice Company
Wheeling Steel Corp.
Western States Mfg. Co.
White Laboratories, Inc.
Willard Tablet Company
Williamson Candy Company
J. B. Williams Company
Winston and Newell Company
William H. Wise and Company
J. H. Woodbury and Company
F. W. Woolworth Company
William Wrigley, Jr. Company
Young People's Church
Zinsmaster Baking Company

KSO + KRNT
BASIC BLUE AND MUTUAL 5000 WATTS
BASIC COLUMBIA 5000 WATTS
THE COWLES STATIONS IN DES MOINES
Affiliated with the Register and Tribune • Represented by the Katz Agency

"Broadcast Stations are Performing a Service of Great Importance to the War Effort"

JAMES LAWRENCE FLY

Chairman Fly, in a recent letter, said:

It seems to me that the importance of radio broadcasting in the national war effort is self-evident and can hardly be overstated.

Effective mass communication of information as to why we fight, what we are fighting against, and the efforts which are now being made and must in the future be made to

"Radio Is Making a Tremendous Contribution to the War Effort"

PAUL V. McNUTT

"Radio is to be congratulated for the part it has played in the recruitment of men and women for work in war production plants."

"Through radio and the press, Americans first learned of their country's need. Thousands of women — many of whom never worked outside their homes before — are now working in war production plants. Other thousands are doing small work in essential civilian industries. They are the soldiers on the home front, backing up their men on the fighting fronts."

"But still more womanpower is needed. Many more thousands of whom must be trained for jobs on the assembly line. Women are being asked to leave less essential work and apply themselves to the

"...Radio Has Been a Tireless and Sleepless Public Sentry..."

HOWARD W. JACKSON

I FEEL sure I am not going too far when I say that our Baltimore radio stations have made an invaluable contribution to Baltimore's great success in organizing for protection against air raids. They have fitted into our program of public education for Civilian Defense with a willingness, an enthusiasm and a spirit of public service that I would not have believed possible if I had not seen it happen or been present at times when the program was being worked out. Not only did the radio men in Baltimore say that their facilities were ours upon such occasions as air alerts and for them, but they agreed to participate in a Civilian Defense publicity plan for Baltimore which I have not seen or heard of in any other city.

Agreeing upon the wisdom of a continuing program of brief Civilian Defense news periods every workday for the improvement of public and volunteer morale and the spread of important information, all the radio stations in Baltimore joined in giving us two five-minute periods each day at exactly the same time, without any strings attached and no limit, except the duration of the war.

This has resulted in the ability of Civilian Defense Headquarters in Baltimore to speak to the entire radio listening public of the city at exactly the same time every day and night for the past year, on such subjects as blackout tests, wartime alerts, practice drills, householder protection in air raids, incendiary bombs, construction of household shelters — in fact to keep the people of Baltimore up-to-date on the latest Civilian Defense information and, what is at least equally important, to keep up the public morale and dispel lethargy and complacency wherever those evils dangled their heads.

I feel, in all seriousness, that in Baltimore the radio has been a tireless and sleepless Public Sentry, with all that that term means

"Radio . . . A National Asset of the Greatest Value . . ."

CLAUDE R. WICKARD

Secretary of Agriculture Claude R. Wickard, whose department has been a prime user of radio ever since broadcasting began, in a recently published letter said:

The Department of Agriculture greatly appreciates the splendid services rendered to it by the radio stations and the broadcasting networks. All have been most liberal in contributing time for both national and local farm programs broadcast by Government agencies. Also they have furnished the wartime farm programs in the networks' and stations' own news, entertainment and other broadcasts serving farm listeners.

The farmer is playing a most important part in our war effort by providing food for our fighting men, our allies, and our own citizens. In this work the various farm programs, market reports and other entertainment of vital importance to the farmer, all carried over the radio, is of the greatest help. Broadcasting plays an important part in the success of our food production

OFFICE OF CIVILIAN DEFENSE

Washington, D. C.

Mr. Harold C. Burke,
Manager,
Radio Station WBAL,
Baltimore, Maryland.

Dear Mr. Burke:

The contribution of the radio industry to civilian defense has been tremendous. Local stations and the Networks have cooperated whole-heartedly in informing the public about the need for an army of volunteers to fight the battles on the home front.

As you know, civilian defense necessarily must be put into action by the State and Local communities on the basis of their needs and problems. It is particularly significant that WBAL and hundreds of other local stations throughout the country have been leaders in informing the people of their communities of the vital importance of winning battles of home and of the urgent need for volunteer workers of all kinds.

Radio has done an all-out job for recruiting for civilian defense and is continuing to do so. Station after station has given unstintingly of time and services. Many times civilian defense forces have been mobilized by radio to control local disasters such as fires, flood and hurricanes. A good many stations with a keen sense of responsibility have intelligently aided in minimizing morale among civilians.

It gives me real pleasure to be able to extend to WBAL and to the radio industry at large the sincere appreciation of the United States Office of Civilian Defense.

Faithfully yours,

JAMES M. LANDIS
Director.

RADIO AT WAR ON ALL FRONTS!

"Today, with a global war, it is more fortunate that we have global communication. Our system of radio broadcasting serves as a widespread and instantaneous medium for counteracting harmful enemy propaganda. On the home front, radio serves, more than ever, radio is playing a major role in making clear to the people of this nation the kind of war in which they are engaged — in reporting on the work progress — in mobilizing the nation's manpower — in getting civilian help to a war economy — in speeding the sale of War Bonds — in extending the field of inter-American solidarity — in presenting programs of nutrition and health and in developing every possible element of war morale. We of radio broadcasting are making the full-est and most intelligent use of our facilities in whatever direction will aid most in winning the war."

WBAL

XUM

WBAL ADVERTISEMENTS PUBLICIZE RADIO'S SERVICE TO NATION

These full page advertisements in the Baltimore News-Post report the magnificent accomplishments of the American Broadcasting Industry in furthering every phase of the War Effort.

Great as were these achievements in 1942, in 1943 Radio will do even more to aid our war effort—for that has been the record since the beginning . . . . each year to better its own accomplishments and its service to the nation.

"Radio's Part in the War Bond Campaign Has Been Unselfish, Complete and Productive of Magnificent Results"

HENRY MORGENTHAU, JR.,
Secretary of the Treasury.

In a recently published letter addressed to Broadcasting Magazine, Secretary Morgenthau said:

"As the Treasury Department moves into full stride in its Payroll Savings campaign, we here at the Treasury Department are impressed, once again, with the great and spontaneous cooperation of the entire broadcasting industry.

"Without exception, all four of the major networks, every affiliate of C. B. S., M. B. S., N. B. C., the Blue Network, every local station, has given freely of broadcasting time, talent and promotional ideas to reach the public with our War Bond messages.

"The co-operation of the radio industry with the Treasury Department not only has been unselfish and complete, but it has been and is productive of magnificent results.

"Merely one example of what the radio industry has helped to accomplish may be seen in this fact: In October 1942, there were 23,300,000 American men and women purchasing $287,000,000 of their pay into War Bonds every month through Payroll Savings.

"Now we are banking on the radio industry—with confidence—to help the Treasury Department sign up 30,000,000 working men and women on Payroll Savings to a monthly investment in War Bonds of $360,000,000.

"There is no need to tell the radio industry how important the success of this drive is to the successful financing of our war efforts, to a stabilized financial period following the war.

"The radio industry has proved its unlimited selling of any War Savings Campaign through its tremendously effective co-operation, for which, on behalf of the Treasury Department, I should like to extend my thanks and congratulations."

IT'S SUPER-EASY TO BUY WAR BONDS THROUGH WBAL

BY MAIL . . .

IN PERSON . . .

WBAL
50,000 WATTS
BALTIMORE

ONE OF AMERICA'S GREAT RADIO STATIONS

Nationally represented by Edward Petry & Co., Inc.

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

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HENRY S. LIEBSCHUTZ, Art Director

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War Writers

OF ALL the Government suggestions for radio, one of the best is the current booklet *When Radio Writes for War*, now being distributed by the OWI for guidance of scriptwriters.

Well-written and brief, the booklet offers good suggestions. The OWI, for example, advises against tieing-in commercial plugs with war messages.

In the early part of the war many agencies jumped at the opportunity to tell listeners to "help win the war" by buying their clients' products. Such commercials, to say the least, were distasteful.

OWI doesn't pull any punches. It decries such slogans as "For a Nation Under Arms Watch Your Under-arms" on behalf of a depilatory. Equally opportunistic are commercials that hitch-hike on war production.

While the general tenor of commercial copy has been toned down considerably the last few months there still remains room for improvement. To quote the OWI booklet: "Listeners lose confidence, not only in the message but also the product which tries to capitalize on the gravity of the war."

To that all segments of the industry will heartily agree. After all no advertiser wants to lose customers at the expense of using the war with all its exigencies as an excuse to sell his products.

Jimmy's Slush Fund

THERE are those in radio who will go into raptures over the proposals of AFM Czar James C. Petrillo for the return of recorded music to the air, because it appears to leave radio scot-free. That would be foolhardy lack of foresight, based on past experience.

Mr. Petrillo proposes fixed fees, to be agreed upon, for the return of his minions to their record and transcription pursuits, the money to be paid into a union fund. If the fee for phonograph records alone amounted to as little as a cent per record, it would mean about $1,300,000 in AFM's exchequer. That would be for "unemployment" relief, says Mr. Petrillo —relief for a union which already has a surplus fund of $2,500,000, according to his testimony last month before the Senate investigating committee. And that's aside from tribute from transcription companies, "juke box" installations and wired radio.

Quite a sizable slush fund! And that $1,300,000 would come—not from users for profit, but from the public. The fact that AFM asks nothing direct from radio at this time is proof of nothing at all. It doesn't sanctify Petrillo's standing with radio. He proposes that transcription companies agree upon a fee for library services. These services, to non-network stations, are what sustaining programs, available for sponsorship, are to basic network stations.

What's to prevent Jimmy from forcing the hiring of staff orchestras by the smaller independent outlets through a "secondary boycott" threat of jerking transcriptions from those stations via the transcription companies? He uses that technique against network stations on remote bands, penalizing an entire network because of a controversy with a single station. Then why not an entire transcription company and its clients?

Even if there were substantial unemployment in the ranks of qualified musicians properly attributable to what Petrillo calls "canned music", we believe his theory is wrong. Think of the absurd extremes to which his methods might be carried! Some of these are cited in the powerful editorial on Petrillo's new demands published in the Feb. 16 *New York Times*, and reprinted in this issue. We have even heard mentioned the possibility that an association of "suppressed sopranos" might well be formed and demand tribute from radio because they can't get radio engagements and are entitled to unemployment relief.

Jimmy wound up last week with another victory—from the nation's highest court—upholding the opinion of the Chicago Federal District Court that the record ban could not be prosecuted under the anti-trust laws because it constituted a "labor dispute". A new suit, still pending before the Chicago court, brought by the Dept. of Justice, awaits decision, but little relief can be expected in the light of the Supreme Court's ruling.

Since it is now concluded that the recording "strike" constitutes a labor dispute, and since there is some question about the unique fashion in which Petrillo desires to settle the controversy, it seems to us the matter properly should be referred to the War Labor Board in Washington. The nation is in the grip of the worst manpower shortage in history. AFM talks about unemployment in musicians' ranks. The industries affected cannot risk becoming parties to an accord with a labor union which might contravene war manpower policy. There should be a prior ruling.

Moreover, a change in statute presumably would be entailed before payment of royalties as proposed, would be permissible. The existing copyright law, on recordings, covers only payments to the copyright owner. The Clark Petrillo Probe Committee, it is evident, should hear testimony of the public and the users before it gives its blessing to Mr. Petrillo's private taxation project.

But first and foremost, the whole matter should be passed upon by the War Labor Board or perhaps by Stabilization Director James F. Byrnes, particularly since high public officials have attested that the recording ban has seriously interfered with the war effort, and the Supreme Court now has ruled that a labor controversy is involved.

As a showing of good faith, Mr. Petrillo should lift the recording ban *now*, as the Government and the Congress request. Then he should let the Government, which has been most solicitous of labor, settle the manpower-inflation aspects.

Radio & Rationing

WHEN DECISION was reached last Wednesday to freeze canned meats and fish preparatory to rationing, and to halt the rush of buyers, the news came first to the American consumer via radio. Ten days earlier, in the still of a Sunday afternoon, the bulk of the nation's 130,000,000 learned about shoe-rationing through their loudspeakers.

This new Government technique of spot release of public notices that affect every citizen pegs one of radio's most important wartime roles. There will be other examples, too. Radio, in these two instances, supplied the "flash" news. Commentators followed up. And the newspapers published the more detailed accounts providing readers with necessary background and official texts.

There was a marked difference in the handling of these two latest rationing decisions. The shoe ruling was not spontaneous. OWI decided, after consultation with OPA heads, to make the announcement Sunday afternoon, Feb. 7, when stores were closed. OWI Radio Bureau officials approached the sponsors of a number of network programs and explained the need for time for an unidentified "important announcement". The plan was set to go a week ahead of announcement. On the preceding Saturday, the sponsors were furnished with the actual material to enable them to work the announcement into their programs.

An entirely different set of facts prevailed as to fish-meat rationing. There was no prearrangement, no secret to be kept. Because of the runs on food stores, Secretary of Agriculture Wickard requested that a 60-day freeze be invoked, pending the rationing of meat products expected April 1. The freeze was first announced on 11 p.m. (EWT) broadcasts, to become effective at 12:01 a.m. Thursday. It was spot news handled in spot fashion.

Those announcements, via radio, constituted the formal notices to public and industry alike. The necessity for speed and flexibility in wartime motivated the course. Radio was ready and handled the job. Radio indeed has taken on a new and significant role, as a sort of official chronicler of the war.

We Pay Our Respects To —

JAMES SUTHERLAND THOMSON

AMERICAN NETWORK officials are soon going to deal with a clergyman-educator who has left the presidency of a great Canadian university to head the nation's broadcasting system. The newcomer to the ranks of radio executives is Dr. James Sutherland Thomson, a ruddy-faced Scotsman who made a creditable military record in World War I and then settled down to a life of churchwork and education. He was formally introduced to the industry at the Canadian Assn. of Broadcasters convention last week.

Dr. Thomson's acquaintance with the problems of administering a radio network are limited to two years experience on the CBC Board of Governors. He comes to CBC with definite ideas about radio's part in the community. Since he succeeded Maj. Gladstone Murray Nov. 2, the new CBC general manager has busied himself learning the business to which the Canadian Government appointed him.

Dr. Thomson is convinced, however, that radio is perhaps the greatest development of the age. He feels that radio, as an art, has hardly emerged from the pioneer stage.

"The time is now arriving," Dr. Thomson stated recently, "for radio to take itself seriously as falling into the tradition of a great and noble art—the art of the theatre. A good deal of the so-called comedy is slap-stick burlesque and the entertainment element still predominates. We are still at the stage of the melodramatic or sentimental serials that, not so long ago, were the staple diet of the moviegoers."

Though a firm believer in publicly-owned radio—he looks at the national radio system more than any other institution as the voice of Canada—Dr. Thomson says that particularly in the United States there are signs that the radio business is beginning to develop artistic standards. In music, drama, and education, he says that radio is at last taking great steps forward.

Dr. Thomson believes broadcasting's future lies in programming. While a member of the CBC Board of Governors he stated that if commercial sponsors could not produce programs to meet public tastes, CBC would create shows of acceptable calibre and make them available for sponsorship, retaining control of the commercials.

The function of CBC, he said in taking his new post, is to interpret the spirit of the Canadian people. "There must be fun and laughter for the leisure hour as well as serious talk to rally our hearts in the midst of a tremendous ordeal."

Dr. Thomson had been president of the U. of Saskatchewan since 1937. He arrived in Halifax from Scotland in 1930, and was professor of philosophy and systematic theology at Pine Hill United Church Divinity College there before going to Saskatchewan. His fairly recent arrival on this continent is reflected in conversation, for he habitually looks at situations in the Dominion as one from the outside.

CBC's new head was born in Stirling, Scotland, April 30, 1892. He was just out of the U. of Glasgow and Trinity College, Glasgow, when he joined the Queen's Own Cameron Highlanders in 1914, returning from the war with rank of captain.

Back from the battlefronts, he resumed study at Trinity, graduating in theology in 1920, and winning the Paterson Fellowship in theology. He was ordained in 1920, and after four years as minister in Coatsbridge, Scotland, was appointed secretary for Youth and Education to the Church of Scotland, a post that involved lecture tours in Canada, and the United States.

He is author of many articles and two books on religious subjects. Dr. Thomson was married in 1922, and has two children.

Personal NOTES

MILLER McCLINTOCK, president of Mutual Broadcasting System, was honored on Feb. 15 by the Yankee Network with a luncheon, and in the afternoon with a cocktail party and reception for the press.

DONN CLAYTON, production manager of North Central Network Corp., St. Paul, has been elected vice-president and assistant general manager. He was previously production manager of WTCN, Minneapolis, and an adviser on radio programs for the Hutchinson Agency, Minneapolis.

BILL PELTZER, new to radio, is handling sales for KVAK, Atchison, Kan. and Shirley Gassert, also new to radio, is in the traffic department.

WILLIAM HILLPOT, director of radio production of the Office of the Coordinator of Inter-American Affairs, has been named chief radio program officer and Associate Coordinator of the CIAA. His duties remain substantially the same. Mr. Hillpot was formerly program manager of the BLUE.

HENRY M. JACKSON, former sales manager of CBS in San Francisco and recently western sales manager for Radio Sales, Chicago, recently was appointed major in the Special Service Division of the Army Signal Corps.

BERT GEORGES, vice-president and general manager of WHEB, Portsmouth, N. H., was re-elected at a recent stockholders meeting.

EARL HEADRICK, formerly of KSLM, Salem, Ore., has joined the sales staff of KGW-KEX, Portland, Ore., replacing Arch Kerr, who has moved to Hollywood.

WILLIAM J. DUNN, director of CBS Far Eastern staff, returned to this country on vacation last Wednesday from Sydney, Australia. George Moorad, Red Cross press representative, is filling the post.

DOROTHY HAUGH, sales assistant of KFI-KECA, Los Angeles, has resigned to become office manager of the engineering school at Douglas Aircraft Corp.

GREG ROULEAU, manager of WHLB, Virginia, Minn., is father of a girl born Jan. 27.

JAMES R. FOUCH, president of Universal Microphone Co., Inglewood, Cal., recuperating from an operation, will return to his desk in early March.

ROBERT B. ROWLEY, manager of WICA, Ashtabula, O., is father of a boy born Jan. 29.

IVER SHARP, KSL director of station operations, has been elected a vice-president and director of KSL. Mr. Sharp came to KSL four years ago to direct business operations.

PHILLIPS CARLIN, vice-president in charge of programs of BLUE, is on a cross-country tour to confer with West Coast and Chicago program managers.

JESS BARNES, former vice-president of Outdoor Adv. Corp., New York, and previously on the sales staffs of Poster Adv. Co., and General Outdoor Adv., on Feb. 15 joins the sales staff of MBS.

JOHN HEINEY, promotion director of WJSV, Washington, and Esther Kravitz, of the sales department, have resigned. Neither have announced their plans.

LT. GEN. J. G. HARBORD, chairman of the board of RCA, was guest of honor at a dinner at the Union League Club in New York last week.

HERBERT HODGE of the British Broadcasting Corp. is touring Western Canada under auspices of the British Ministry of Information.

LT. ROBERT J. McANDREWS, assistant public relations officer of the West Coast Air Forces Training Center, Santa Ana, Cal., and formerly western division sales promotion manager of NBC, married Adelina Ciabarri, Los Angeles, in the latter city Feb. 13.

WILLIAM D. SHAW, formerly account executive of CBS, San Francisco, and now a second lieutenant in the Army Air Forces, has reported for duty at the new San Marcos (Tex.) Navigation School.

JACK L. KAMSIER, former Chicago brokerage salesman, has joined the sales staff of WJJD, Chicago.

BEHIND the MIKE

DON KNEASS has been promoted to chief news editor of KGW-KEX, Portland, Ore., replacing Virgil Smith, resigned. Day Foster, formerly of KORE, Eugene, Ore., has been made war program manager. Ed Bennett, stage and radio actor, and Frank Coffin, formerly of KXRO, Aberdeen, Wash., have joined the announcing staff. Fenton Ford, announcer, is now at Naval Training Station, Farragut, Ida. Ted Hallock, announcer, is an Army Air Cadet at Santa Ana, Cal.

F. L. BEELBY JR., former continuity editor of WAIT, Chicago, has been commissioned a lieutenant at Ft. Sill, Oklahoma, and is attending Officers' Communication School.

GENE SEADLER, announcer of KFBK, Sacramento, has joined the Army.

KAY COOPER, formerly of WIP, Philadelphia, and Florence B. McIntyre have joined the program department of WIBG, Philadelphia.

MURRY WAGNER, former announcer of KFMB, San Diego, has joined CBS Hollywood. He replaces Harry Mitchell, resigned.

DICK ROSS, former night supervisor of KHJ, Hollywood, has joined the Army Air Forces, reporting to Fresno, Cal.

RUTH NORMAN, former casting director of CBS television, has been named CBS casting director, replacing Marjorie Morrow, who resigned to join Warner Bros. eastern office as associate director. Miss Norman joined CBS in 1938.

GEORGE SUDERMAN, former university history lecturer, and news analyst of KSAL, Salina, Kan., has joined the news staff of KSO, Des Moines.

MAURICE DREICER, commentator of WPAT, Paterson, N. J., has started a new series of five-weekly programs 5-5:15 p.m. Mr. Dreicer, now has a weekly schedule of 17 programs.

ARTHUR ROSS, general assistant to Ed Fitzgerald, conductor of *Moonlight Saving Time* on WOR, New York, enters the Army Feb. 15. Replacing him is James Martin, of the mail room staff. Dan McCullough, former announcer of WOR is now a navigator of the Air Transport Command.

BOB WYLIE, chief announcer of WFMJ, Youngstown, O., got a live valentine on Feb. 14, a new baby girl.

GEORGE HAYES, announcer and newscaster on *Say It With Music*, all-night program on WJZ, New York, has been named night manager of WJZ, reporting to John McNeil, general manager of the station.

XUM

BOB MOONEY has returned to the announcing staff of WNBC, Hartford, after being rejected by the Army for a leg defect. He left last fall. Greg Brown, a war plant worker, has joined the staff for week-end duty only.

CPL. WILLIAM BRADLEY, former continuity editor and production manager of WHEB, Portsmouth, N. H., is now stationed at Washington with the 2d Signal Service Battalion. Gordon Kinney, former production director, is now with the Radio Branch of the OWI, in Washington.

BOB HAYTON of the announcing staff of KGVO, Missoula, is international president of the Pan-American Student Forum. He presents a weekly 30-minute broadcast, *Meet The Americas*, under the auspices of the Montana State U. chapter of the forum. Aline Mosby, daughter of General Manager A. J. Mosby, is a senior in the Montana State U. School of Journalism and serves KGVO as campus news correspondent.

RUSS HODGES, sports commentator of WOL, Washington, has been presented by the Washington Redskins professional football team with a gold football for a job "well done" in describing their games last season.

JOHN C. SCHRAMM, producer-director of the BLUE, is teaching a course in radio production at Queens College, Flushing, N. Y.

Redd Awarded Medal

FOR OUTSTANDING service in the war effort, Robert L. Redd, Hollywood writer-producer of the NBC weekly half-hour *Eyes Aloft*, recently was awarded a medal by Brig. Gen. William E. Kepner, commanding general of the IV Fighter Command. Ordinarily the medal is given only to filter center workers and ground observers for 500 hours loyal service and to civilian supervisors of the Army Air Forces ground observers groups for six months continuous service.

BURRITT WHEELER, formerly of KWKW, Pasadena, Cal., has started a five-weekly quarter-hour philosophical commentary on KECA, Los Angeles.

WALTER BASCHALL, news editor of WSB, Atlanta, was recently inducted into the Army at Ft. McPherson, Ga.

BLISS HARRIS, KVOO, Tulsa, continuity writer and actress, will soon join the staff of WLW, Cincinnati, handling her own show.

NORMAN J. KRAEFT, formerly of WMBD, Peoria, Ill., has joined the announcing staff of WJJD, Chicago.

ROBERT R. MILLER, associate producer of the Radio Council of the Chicago Public Schools, has been inducted into the Army.

KATHERINE GRANTHAM, newspaperwoman and radio writer, and Edward Bliss, formerly a reporter on the *Columbus* (O.) *Citizen*, have joined the CBS news department, assigned to all-night news programs. The network's production staff has lost Louis Teicher, now in the Army.

VANCE COLVIG, maintenance man of NBC, Hollywood, has resigned to join Kay Kyser, as gag-writer.

BILL HOWARD, writer-announcer of WSPD, Toledo, has joined the Army. Jack Harrington, newsman, has been transfered to Fort Industry station WAGA, Atlanta, as news editor. Don Mathers, formerly of WTRY, Troy, has joined WSPD, as announcer.

DALE BABCOCK, of the transcription department of KFI-KECA, Los Angeles, has been inducted into the Army. Rosalie Grainer of the secretrial staff, takes over his duties.

CHARLES SWALLOW, son of John W. Swallow, western division program director of NBC Hollywood, has joined the Army Air Forces, reporting to Lemoore Field, Cal.

BARBARA BARNHART, conductor of the *Modern Home Forum* on WOWO, Ft. Wayne, Ind., known to listeners as "Jane Weston", was married Feb. 5 to Sgt. Richard Ramsell, of Baer Field.

DON WRIGHT, news editor of CJRC, Winnipeg, has joined Press News Ltd., Toronto, as radio news editor.

CHRIS MACK, WNAX, Sioux City-Yankton, farm service director, has been appointed radio industry representative in the farm mobilization movement of that area, and recently supervised production of a regional broadcast in conjunction with the CBS Farm Mobilization Day program. Daily farm family interviews feature his *On the Farm* program aired at 12:50, Monday through Saturday.

DAVID H. HARRIS, program- production manager of WTAG, Worcester, has been appointed radio chairman of the annual Worcester Red Cross membership drive.

LEN FINGER of the Blue script staff, will write *Where Do We Stand*, BLUE program starting Feb. 28 under sponsorship of D. L. Clark Candy Co., Pittsburgh.

IRVING RAVETCH has joined the CBS Hollywood staff as junior writer.

JOSEPH LOSEY, NBC program producer, who is on eight-weeks leave of absence to direct a play by Konstantin Finn, will continue doing spot shows while directing rehearsals.

WCKY SALESLADY
Wilson Station Names Women To Key Posts

PROMOTIONS and additions in WCKY, Cincinnati, announced recently by L. B. Wilson, president and general manager, place women in several key posts. Sara Jane Petty, 10-year employe and secretary to Fred E. Palmer, business manager, was transferred to the sales staff, becoming the station's first saleslady. Her secretarial post has been taken by Irma Zwygart, staff member.

Miss Petty

Sylvia Jones, wife of a Coast Guardsman, became the first woman operator of the WCKY News-O-Graph. Hazel Kerns, former assistant to Jeanette Fuller, traffic manager, becomes assistant to Margaret Dotson, promotion director.

Only male addition is Philip Dusenbury, former sales manager of WPAY, Portsmouth, O., who was appointed merchandising manager.

PEN BROWN has joined the announcing staff of WRBL, Columbus, Ga. Announcer Ben Wills has been transferred to WGPC, Albany, Ga., affiliate of Georgia Broadcasting Co. Bonnie Beardsley has left the announcing staff because of her soldier husband's transfer.

ALLAN FREED has joined the announcing staff of WKEN, Youngstown.

CHRISTINE NEVILLE, of Rochester, N. Y., new to radio, has joined the publicity staff of WOL, Washington.

WALTER WALRATH, WICA, Ashtabula, O., program director, has been appointed chairman of the Ashtabula City Council of Civilian Defense radio publicity and manager of radio broadcasts under the war program. Pat Heasman, announcer, has taken over *The Woman's World* program, replacing Pauline Hopkins Warner, who has left for Florida to join her husband who is in the Navy.

ART LINDSAY, producer, and Charlotte Musgrave, announcer of KIRO present rationing news in program titled *Ann Baxter*, including interviews with local OPA administrators.

Our First . . .

anniversary in the field of broadcasting gives cause for celebration. We invite you to cut a piece of birthday cake in the form of substantial results from Puerto Rican business.

WIAC

P. O. BOX 4504, SAN JUAN, PUERTO RICO

"First on all Puerto Rico Dials"

buy MAINE Strength

WGAN for your MAINE MARKET

★ The largest unduplicated coverage in Maine radio

★ Centering in Portland where payrolls exceed ALL records

★ Where the rate of gain in retail sales is consistently establishing new records.

★ Over 69% of CBS network commercial programs

5000 WATTS - 560 KC

• PORTLAND, MAINE •

MALCOLM HOWARD ADVERTISING AGENCY

20 E. Jackson Blvd., Chicago, Ill.
Telephone Webster 2110

February 3, 1943

51,314
returns from a single WGN broadcast

Mr. James Anderson,
W G N,
Tribune Tower,
Chicago, Illinois.

Dear Jim:

As you know, on Sunday January 24th, our client, Rubin's, Chicago's largest Women's Apparel Store, presented their second all winners program of Rubin's "Stars of Tomorrow" with contestants competing for a $500 War Bond. The winner, as always was determined by listener's mail vote.

When all the votes were in and counted on the following **Thursday** we found that we had the amazing total of 51,314 individual votes, each represented by a postcard or letter.

Many listeners not only took the time to vote, indicating their choice by name or number, but also added some comment about the fine entertainment quality of these broadcasts; or, MC Mauri Cliffer's antics; or, about the unusual handling of the commercial announcements; and in many instances expressed their appreciation of the sponsor's granting of opportunity to good amateur talent.

Although Rubin's Amateur programs have been a Chicago radio feature for the past seven years with only twenty-one weeks now on WGN, this was the greatest vote count it has ever experienced.

All this is no surprise to us however, because previous history with some of our other client's schedules on WGN, both local and national, has lead us to EXPECT big things of your station.

Cordially,

MALCOLM-HOWARD ADV
Arthur M. Holland

51,314 letters in spite of the outstanding network competition on Sunday evening! This is another testimonial of WGN's ability to produce for its advertisers. This is another reason why WGN leads all other major Chicago stations in local and national spot business.

A Clear Channel Station

50,000 Watts 720 Kilocycles

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.
PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.

WHAT EVERY RADIO ADVERTISER SHOULD KNOW!

station popularity*

Programs build audience, and WMC's program structure has made it the most popular radio station in the Mid-South. According to the most recent Hooper ratings, 11 out of the first 15 programs are heard over WMC. Also, the latest Hooper surveys in Memphis show WMC with better than 40% of the total listening audience of all 4 Memphis radio stations.

That, Mr. Advertiser, is a very popular station.

WMC
MEMPHIS, TENN.

THE "BUY-WAY" HIGHWAY OF THE MID-SOUTH

Member of

5,000 WATTS DAY AND NIGHT
REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
OWNED AND OPERATED BY
THE COMMERCIAL APPEAL

JOE HOOKER of the announcing staff of WKZO, Kalamazoo-Grand Rapids, has been made public relations director in charge of operations in the Grand Rapids studios. Donald Mullen, formerly of WTCM, Traverse City, takes over his announcing duties.

JERRY GILMAN, announcer and continuity writer of KVAK, Atchison, Kan., was inducted into the Army Feb. 8 at Ft. Leavenworth. Joe Peck, formerly of KVAK and recently of KFEQ, St. Joseph, Mo., replaces him. Dottie Taylor, secretary, has been promoted to program director.

DONALD CURRLIN, announcer of KGO, San Francisco, recently was commissioned an ensign in the Navy. He was replaced by Frank Cady, formerly of KYA, San Francisco.

GWEN JONES, staff assistant in charge of new program ideas in the CBS program department, will leave shortly to go overseas for the Red Cross. Her duties will be assumed by Dorothy Kammerer, who will continue in charge of CBS literary copyright clearance.

DICK GILBERT, record m.c. of WHN, New York, carried on his regular musical programs on WHN last week from a New York hospital where he underwent an operation on Thursday.

WILLIAM SPIER, CBS producer-director, has resigned as freelance script editor of *Radio Reader's Digest*, and will concentrate on his two CBS sustaining programs, *Suspense* and *Are You a Genius?* at the same time working on a new comedy series. Editing of *Reader's Digest* program has been taken over for the present by John L. Clark, president of Trans-American, producing the program for Campbell Soup Co.

JOHN RICHMOND, formerly in charge of CBS magazine publicity division, has joined the publicity division of Warner Bros. Pictures, New York.

JOE H. TORBETT, for seven years managing editor of Gannet newspapers in upstate New York, has been named special representative at Washington for Press Assn., AP radio subsidiary, according to Oliver Gramling, PA assistant general manager. Mr. Torbett is at present at PA's New York headquarters and will take up his Capital assignment within a few weeks.

RUSTY McCOLLUM, former announcer of KXA, Seattle, and KVTA, Salt Lake City, has joined KFRC, San Francisco.

HERMINA GIRSON, formerly of KGVO, Missoula, Mont., and previously with the E. I. du Pont de Nemours & Co. promotion department, has been added to the sales promotion-publicity department of KQW, San Francisco.

DICK McKNIGHT, Hollywood gag writer on the weekly NBC *Red Skelton & Co.*, has been inducted into the Army.

LEON GUTTERMAN, publicity director of KFWB, Hollywood, has resumed his duties after a month's confinement following an auto accident.

CLANCY GREEN, head of the transcription department of CBS Hollywood, has joined the Army Air Forces and is at Buckley Field, Denver, for flying cadet training.

JACK TEMPLE, formerly announcer of KQW, San Francisco, has joined the Army Air Forces, motion picture division.

GEORGE MARTIN, morning supervisor of KHJ, Hollywood, is the father of a girl born Feb. 15.

ROBERT B. FULTON JR. and Geoffrey Brooke have been certified by the New Jersey Civil Service Commission as fulltime announcers and Jack K. Morris as parttime announcer of WCAM Camden, municipally-owned station.

CHAMP BOND MAN
WBNS Newscaster's Sales
Top 2 Million

CHAMPION radio War Bond sales-man, according to WBNS, Colum-bus, O., is Jim Cooper, who set out to sell $100,000 worth of Bonds on his four-a-day news program. His cash sales passed $2,000,000 and he's still go-ing strong.

Mr. Cooper

"Genial Jim Cooper" has been sponsored by the Gas Co. since he joined the news staff of WBNS six years ago. On Aug. 15, 1942, he announced that he wanted to sell $100,000 worth of Bonds and would personally deliver all sales of $1,000 or more. Since then he has devoted two minutes on each program to reporting his total sales and plugging for Bonds.

The first $100,000 was a cinch, and by October he had passed a half-million. Nearing his 11,000th broadcast, he topped $2,000,000 re-cently. Sales have included two of $100,000 each. Incidently, he's had to abandon the idea of personal de-livery.

EDWARD L. ROGERS, Washington freelance announcer and newscaster, has been assigned as announcer on the Ford Motor Co. news program *Watch the World Go By* nightly on the BLUE, with Earl Godwin.

PVT. ROBERT WALSH, known to radio as Bob Becker, former announcer of WNEW, New York, Mutual, and special features director of WAAT, Jersey City, returned to radio last week for a brief assignment as an-nouncer on a broadcast of *Music From Monmouth*, all-soldier program on WAAT and WCAP, Asbury Park.

HENRY HOWARD and Newell Davis have been named assistant directors in the CBS production department. How-ard, with CBS since 1941, has been assigned to *The Goldbergs* and *Kitty Foyle*. Davis comes to CBS' New York office from WHCU, Ithaca.

GEORGE BEEBOUT, program di-rector of WFMJ, Youngstown, O., who has been critically ill, has been given two pints of blood by Jackson Weaver, announcer, and Ralph Bruce, salesman.

PVT. BILL GRISKY of Philadelphia, formerly of KYW, Philadelphia, and NBC is writing and producing a show presented over WSKB, McComb, Miss. Pickup is from Camp Van Dorn each Wednesday 7:00 to 7:30 p.m.

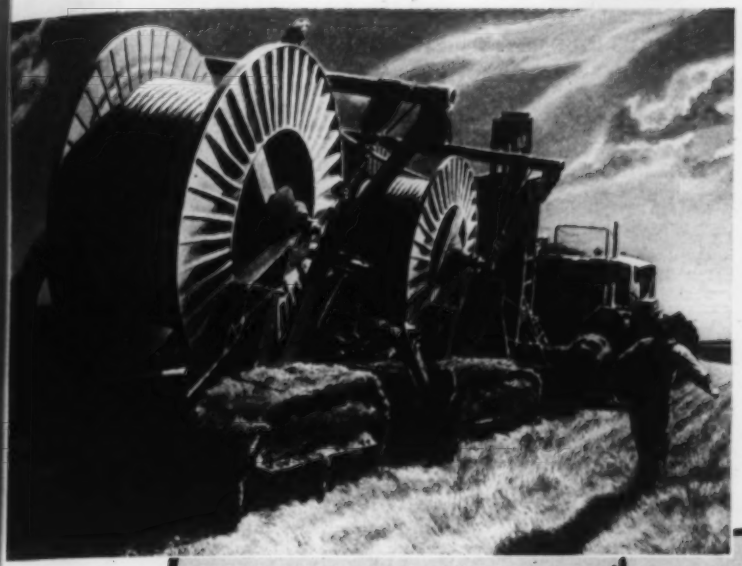
ELINOR INMAN, formerly an as-sistant to Davidson Taylor, CBS as-sistant director of broadcasts, has been named broadcast director of CBS religious programs, post formerly held by Ruth Lange, resigned.

WALTER SHELDON, formerly of WCAU, Philadelphia, has been trans-ferred to the Communications Cadet School at Valley Forge, Pa.

ALAN FREED, formerly of WKST, New Castle, Pa., who joined the an-nouncing staff of WIBG, Philadelphia, earlier this month, leaves this week to join the Armed Forces.

IRENE COWAN, at one time heard on WCAE, Pittsburgh, has started a satirical program, *Irene*, on WOR, New York.

PARKER GAYMAN, newscaster of KFRC, San Francisco, has entered the Naval Reserve as ensign.



1600 MILES OF FORESIGHT

THE possibility of a war with Japan was discussed three years ago at a meeting of telephone men.

If war is coming, they said, we had better do all we can to strengthen our facilities to the West Coast.

So a few months later was begun one of the great projects in Bell System history—the building of a *buried* telephone cable across the Western plains and mountains which would connect the great cable networks of the East and Pacific Coast.

On December 21, 1942, that new cable was officially put into service.

From New York, Mr. Walter S. Gifford, President of the American Telephone and Telegraph Company, spoke across the continent to President Powley of The Pacific Telephone and Telegraph Company in San Francisco, their voices traveling from coast to coast entirely by cable.

Of course, transcontinental calls have been possible since 1915. But until the opening of the new cable, they had been carried over Western and Mountain States on exposed pole lines.

The new cable makes transcontinental telephone service more dependable, which is especially important in time of war—and safer from interruption by wind, snow, sleet and storm.

The new cable is not the first war-born achievement of American telephony.

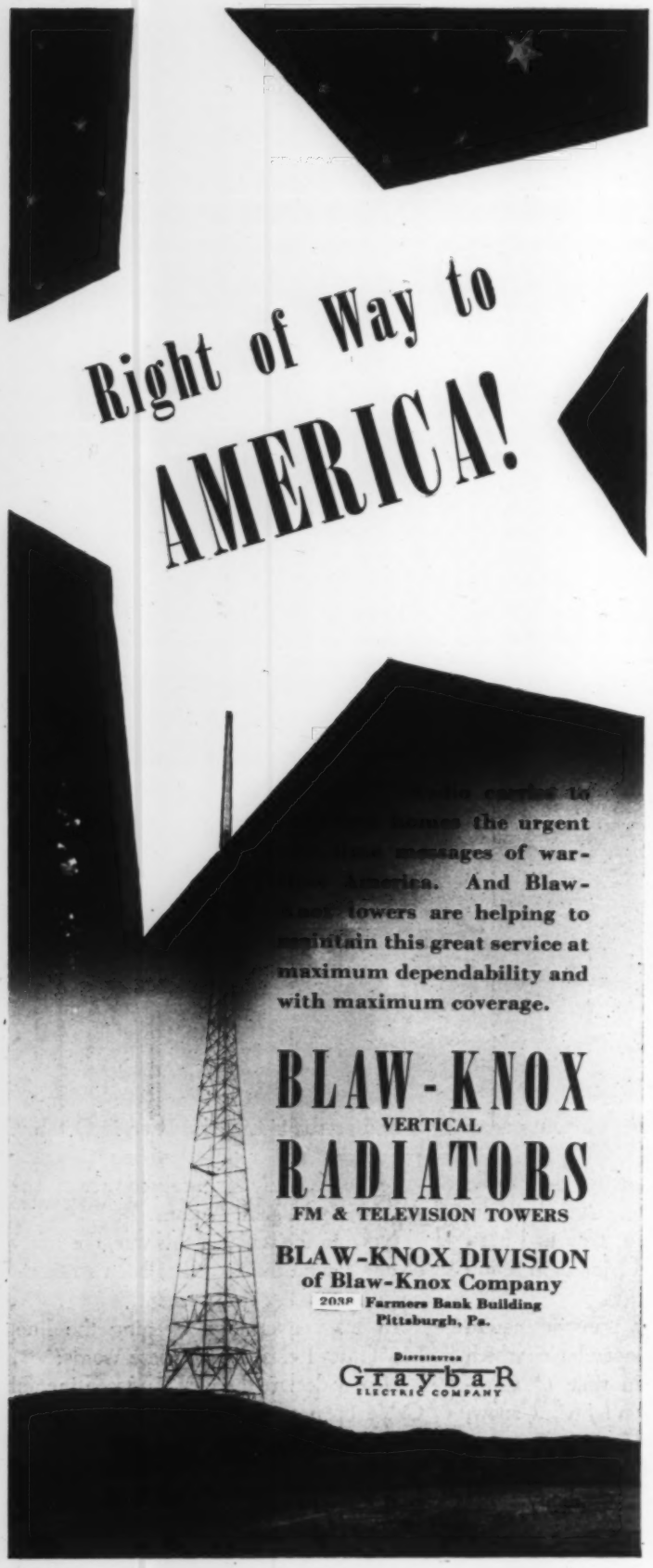
During the first World War, in October, 1915, the first radio-telephone messages were successfully transmitted across the Atlantic and Pacific Oceans.

Now, in the midst of this war, the safety of our communications has been strengthened by another achievement.

In his conversation opening the line, Mr. Gifford closed with these words:

"I now declare the new Transcontinental Cable open to the service of the nation. May it speed our victory and serve us well in the peace to which we confidently look forward."

This is from an announcement on *The Telephone Hour*, a program heard each Monday evening over N.B.C. It is interesting to note that the new cable, when fully equipped, will accommodate network programs—besides telephone conversations, teletype and telegraph service.



SOUNDSCRIBER
WOR Uses Portable Recorder At News Conference

BY MEANS of a Soundscriber, a portable instrument used for recordings of news events, WOR, New York, gave its listeners an "on-the-scene" verbatim reproduction of the news conference held for officers of French warships which arrived in New York harbor last week for repairs. John Whitmore of WOR's war service and news division recorded interviews with Vice Admiral Raymond Fenard, and Capt. Denis de Bourgoing, and had them on the air at 1 p. m. Monday, a half-hour after the news conference. Mutual rebroadcast the transcription at 6:15 p. m. that day.

CBS brought its listeners news of the warships' arrival during the *Kate Smith Speaks* program at noon. Jack Gerber, of the CBS listening post, phoned the story in from the conference to Ted Collins, who conducts the program. BLUE covered the conference through an interview by Roy Porter, commentator, with Vice Admiral Fenard, Tuesday. Adolf Schneider broadcast to NBC listeners direct from the news conference. Joseph Morton, AP correspondent, and only newsman aboard the French battleship Richelieu, was interviewed on NBC at 6:30 the same day by Bill Chaplin.

Claudia T. Johnson Buys Stock of KTBC, Austin

CLAUDIA T. JOHNSON, wife of Rep. Lyndon Johnson (D-Tex.), last week acquired control of KTBC, Austin, Tex., in a transaction which gives her all stock (250 shares) of the State Capital Broadcasting Assn. for $17,500. Mrs. Johnson stated that her plans were not yet set, but that she would remain in Washington for the present, where she is acting as secretary to her husband. She asserted, however, that she is very much interested in the management of the station and will keep a close eye on operations. Aubrey H. Escoe will continue as general manager.

Former owners were R. B. Anderson, once a member of the Texas State Tax Commission; R. A. Stuart, former Texas state senator, and A. W. Walker Jr., law professor of Texas U. With Mrs. Johnson's application, filed with the FCC Jan. 26, the J. M. West interests filed a quitclaim withdrawing their application to purchase the KTBC facilities [BROADCASTING, May 15, 1940] on condition Mrs. Johnson's plea was approved. KTBC was one of six outlets involved in the Rev. James G. Ulmer "hidden ownership" investigation [BROADCASTING, Feb. 15, May 1, 1940].

Feldman Deferred

ARTHUR FELDMAN, former special events director of NBC New York, who has been in London since last fall on a special mission for the British Broadcasting Corp., has been granted a six-months deferment by his local Selective Service Board to continue his present duties. Mr. Feldman supervises production of BBC programs for North America.

Fred A. Palmer Named As Manager of WCKY

FRED A. PALMER, sales manager of WCKY, Cincinnati, since August 1941, has been appointed station manager by L. B. Wilson, owner. Mr. Wilson also disclosed that WCKY has taken additional office space in the Hotel Gibson where the station's studios are located.

Mr. Palmer

In radio since 1929, he began his career as announcer of WAIU, Columbus, O., which later became WHKC. Mr. Palmer later served that station as general manager. In 1931 he was named radio director of Mumm, Rohmer & Jaycox Adv. Agency, Columbus, and a year later he organized and became first president and general manager of WBNS, Columbus. He also was instrumental in founding the Ohio Assn. of Broadcasters, which he served as its first president.

Mr. Palmer joined WLS, Chicago in 1936, and a year later was named vice-president and general manager of KOY, Phoenix. While in Phoenix he helped organize the Arizona network and served as vice-president of both the Phoenix Advertising Club and the Pacific Advertising Clubs Assn.

Born in Van Wert, O., Mr. Palmer attended Ohio Northern U. and Wooster College. He is a member of the Cincinnati Advertisers Club.

Nunn to Portugal

GILMORE N. NUNN, associated with his father, J. Lindsay Nunn, of Lexington, Ky., as owner of WLAP, Lexington; KPDN, Pampa, Tex.; WCMI, Ashland and KFDA, Amarillo, Tex., who entered the Army when war came as first lieutenant in the Army Transport Command, Priorities Division, has been given leave to become American vice-consul to Portugal. He is stationed at Lisbon. The younger Nunn made his home in Lexington.

Mr. Nunn

POCATELLO
THE
HOT SPOT OF IDAHO
RETAIL SALES UP 43%
Dec. 1942 Over Dec. 1941
Tell 'Em Thru
KSEI
National Representatives
The Walker Co.
Homer Griffith Co.

Grant Goes to Bat In House for Durr

Georgian Challenges Charge Of Bureaucrat by Woodruff

ASSURANCE that FCC Commissioner C. J. Durr "does not wish to destroy private enterprises" was voiced in Congress last week when Rep. Grant (D-Ala.) answered charges of Rep. Woodruff (R-Mich.) that certain Government employes, Commissioner Durr among them, believed in "Government by bureaucratic mandate." Rep. Woodruff had referred to Commissioner Durr's talks to the American Economic Assn. Jan 5.

Rep. Grant told the House that he "could find nothing in Mr. Durr's statements which in the least infer that any agency of Congress could or should repeal acts of Congress by bureaucratic decree. I assure the gentleman from Michigan that Mr. Durr does not wish to destroy private enterprise.

Only Dated Facts

"He is an outstanding, patriotic citizen and is himself a product of our private business enterprise. We have nothing to fear by way of bureaucratic decrees from officials of Commissioner Durr's type."

Argument arose over a passage in Mr. Durr's talk in which the Commissioner said "we see in operation a new kind of private enterprise which is not based on private initiative—a system in which the Government provides the capital and takes the financial risk, while business is paid a management fee for the hire of its organization."

Rep. Grant said, in describing such a system, Commissioner Durr was not advocating future Government control of business, but stating what actually existed under war programs authorized by Congress.

The Congressman said "certainly Commissioner Durr cannot be classified as a bureaucratic official when he makes a plea for more contact between administrative officials and Congress". He quoted Mr. Durr as suggesting that heads of agencies should appear before appropriations committees to justify requests for funds, and file periodic reports.

He further quoted Mr. Durr as saying "a relationship of a more continuous and less formal nature is required. A system of conferences between the agency heads and the subcommittees should be arranged in which the activities and problems of the agencies could be fully discussed."

Philip Morris Series

PHILIP MORRIS Co., New York, last week started transcribed announcements on WMCA WHN WOR and WNEW, New York, at the rate of 150 a week, on behalf of Dunhill cigarettes. Morris has not used radio for Dunhill since its sponsorship of a news program schedule in 1940. Biow Co., New York, handles the account.

Even George Washington could truthfully say this: "if you want blanket coverage of Northern California at the lowest cost-per-listener select the station most people listen to most (HOOPER CAB) the one that has more power than all (11) Bay Area stations combined." (Any time buyer will tell you it's KPO!) Get the facts...and you'll buy

REPRESENTED BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

KPO
50,000 HIGH FIDELITY WATTS
NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

Always Popular
Now More
POWERFUL
WCAO
The Voice of Baltimore
NOW
5,000 WATTS
DAY & NIGHT
600 KC
The Only Columbia
Station in Maryland
★
Paul H. Raymer Co.
National Sales Representative
New York · Chicago · San Francisco · Los Angeles

Agencies

KNOWLES ENTRIKIN, recently appointed supervising script editor of Ruthrauff & Ryan's West Coast originating shows, has assumed that post on the weekly CBS *Mayor of the Town* and NBC *Bob Burns Show*, both sponsored by Lever Bros. Co.

EMERSON FOOTE, president of Foote, Cone & Belding, New York, is recuperating at his home from a throat infection.

SANDERSON SMITH, formerly with the markets division of McCann-Erickson, San Francisco, has joined the Overseas Branch of the OWI at San Francisco.

THEODORE S. STRONG and Thomas M. Keresey have been elected directors of Ivey & Ellington, Philadelphia. Paul A. Dorn has been elected treasurer.

JACK MEAKIN of the production department of William Esty & Co., New York, will replace Gordon Auchinloss as director and continuity writer of several American Tobacco Co. programs at Foote, Cone & Belding, New York. Auchinloss will resign from the agency in July to freelance. His assignments include the two *Hit Parade* shows.

JAMES J. TENNYSON, former copywriter and account executive of Ruthrauff & Ryan, New York, has joined the copy staff of Blackett-Sample-Hummert, Chicago.

JOHN DAVENPORT SCHEUER, formerly regional sales director of *Esquire*, last week joined William H. Weintraub & Co., New York, as vice-president in charge of new business.

YES,
WE
HAVE
NO
BANDANA (Ky.)

Oh, there's a Bandana in Kentucky all right—some 200 miles southwest of WAVE. But even though the villagers there may tune us in occasionally, we-uns ain't claiming Bandana *coverage!* Nor charging for it, neither! Howevah, suh, WAVE *does* give *blanket* coverage of the Louisville Trading Area, which has 35.5% more buying power than the rest of Kentucky *combined!* If that's the market you want, WAVE delivers it at lowest cost! Try us and see!

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

EXECUTIVES attending the party at the recent opening of the New York office of Brisacher, Davis & Van Norden, advertising agency, were (l to r): R. T. Van Norden, vice-president in charge of the New York office; Warren Jennings, BLUE; Howard Meighan, Radio Sales Inc., New York; Miss Ruth Trend, New York office; Arthur J. Kemp, Pacific Coast sales manager for CBS; and Murray Grabhorn of the BLUE Network.

CARL M. STANTON, executive in charge of the Lucky Strike account at Foote, Cone & Belding, New York, has been assigned to executive duties in the radio activities of the agency and will divide his time among New York, Chicago and Pacific Coast offices.

C. GILBERT NORTON, formerly account executive of G. M. Basford Co., New York, has joined O. S. Tyson & Co., New York, as an assistant account executive.

ARNOLD MICHAELIS, CBS director-producer-writer, has joined the radio department of the Biow Co., New York, to produce and direct *What's My Name* on NBC Sundays, 10:30-11 p. m. for San-Nap-Pak Mfg. Co.

MONTE RANDALL, assistant publicity director of Russel M. Seeds Co., Chicago, has been appointed traffic manager.

EDWARD W. YOUNG has been named account executive in the Boston office of Wendell P. Colton Co., where he will specialize in radio accounts. He was formerly in the production department of Harry M. Frost Co., Boston.

Dunning to R & R

R. DEL DUNNING, advertising manager of the Centaur & Cummer Products Divisions of Sterling Drug Inc., New York, has been named account executive of Ruthrauff & Ryan, New York. Mr. Dunning was at one time advertising manager of the Manufactured Products Division of the Borden Co. O. J. Nickel, formerly of Procter & Gamble Co., Cincinnati, succeeds him as advertising manager of Cummer Products.

DO YOU KNOW
YOUR IOWA
MARKET?
← Get this
latest survey
now—FREE!

Do you know what station is "listened to most" by 55.7% of the Iowa radio audience? . . . Who writes to radio stations, and why? These and many other questions on a big market are fully answered in the "Iowa Radio Audience Survey". Impartial, informative, helpful. Get yours today, without obligation! Write!

CENTRAL BROADCASTING CO.
916 Walnut St. Des Moines, Iowa

Ann McNatt Joins Mace

ANN McNATT has joined the radio department of Mace Adv. Agency, Peoria, Ill. Miss McNatt was an active member of the advertising staff of the *Columbia Missourian*, official university publication while attending the U. of Missouri. During her attendance at the university she attained highest honors in advertising and radio courses in the school of journalism.

Miss McNatt

Record Audiences Seen In Latest CAB Report

RECORD-BREAKING audiences for both daytime and nighttime network shows are reported by the Cooperative Analysis of Broadcasting in Report 23 issued last week. Rating over the 30-mark are 12 nighttime programs, including *Lux Radio Theatre*, Kay Kyser, *Charlie & Sanborn, Fibber McGee & Molly*, Jack Benny, Bob Hope, *The Aldrich Family, Maxwell House Coffee Time*, Red Skelton, *Mr. District Attorney*, Rudy Vallee and Walter Winchell.

The CAB report also listed nine daytime programs which had ratings over 10, usually regarded as a top figure for daytime ratings. Those programs are *Pause That Refreshes on the Air, Romance of Helen Trent, Our Gal Sunday, Kate Smith Speaks, Life Can Be Beautiful, Ma Perkins, Stella Dallas, Aunt Jenny's Stories* and *Big Sister*.

Research Book

EDITED by Paul F. Lazarsfeld, director of the office of Radio Research, and by Frank Stanton, CBS vice-president in charge of research, the second of the Radio Research annuals has been released [*Radio Research 1942-43*, Duell, Sloan & Pearce, New York $5]. An analysis of daytime serials is included in the book, as well as a section on "Radio in Wartime" containing several studies of German propaganda and a discussion of the BBC by its research director. New developments in radio research are reviewed.

WOOLLEY WELCOME to the CBS Colgate-Palmolive-Peet program featuring Al Jolson was marked by participation of network, sponsor and agency executives. Monty Woolley (on floor), gazes rapturously into the eyes of Jolson. Spectators are (l to r) John J. Karol, CBS market research sales counsel; J. Allen Barnett, Sherman & Marquette account executive; William C. Gittinger, CBS sales vice-president; Stuart Sherman, S & M president; Robert E. Lusk, C-P-P vice-president in charge of advertising.

AGENCY Appointments

CRYSTAL PRODUCTS Co., Kansas City, to Burton Browne Adv., Chicago. Trade and national publications to be used.

DR. N. F. SPECTOR, Chiropractic Health Centers, to I. A. Goldman Co., Baltimore. Radio will be used.

NATIONAL UNION RADIO Corp., Newark, N. J., and Lansdale, Pa. (electronic tubes), to Sayre M. Ramsdell Assoc., Philadelphia.

BLAKE GROVES, Eau Gaillie, Fla. (citrus fruits), to Allen, Heaton & McDonald, Cincinnati.

PARFUMS L'ORLE, New York, to L. H. Hartman Co., New York. Will test newspaper vs. radio advertising in selected eastern cities.

TOWNSEND NATL. Recovery Plan Inc., Chicago (weekly pub.), to J. L. Stewart Agency, Chicago. Radio and newspapers will be used.

FASHION FROCKS Inc., Cincinnati, to Franklin Bruck Adv. Corp., N. Y. Radio will be used.

FLAG PET FOOD Corp., New York, to Hirshon-Garfield Inc., Boston, for Boston campaign.

INTERNATIONAL SHOE Co., St. Louis, to Olian Adv. Co., St. Louis.

PETROL Corp., Los Angeles (PDQ gasoline, oil), to Raymond R. Morgan Co., Hollywood. User of local radio, firm on March 7 starts a weekly amateur program on KNX, Hollywood.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

LOU MAXON NAMED OPA PRESS CHIEF

LOU R. MAXON, head of Maxon Adv. Inc., Detroit, was named deputy administrator of OPA last week in a move by Price Administrator Prentiss M. Brown "to make rationing and price control more acceptable to the public."

As a north Michigan neighbor of the new OPA chief, Mr. Maxon said, "We think alike and are in general agreement as to the general principles which should control the job." He predicted that OPA would no longer use "Commando tactics."

Mr. Maxon founded Maxon Inc. in the late 1920s. Since then the agency has flourished in the midwest, handling such accounts as Ford Motor Co., Heinz Foods, General Electric, and Gillette Safety Razors. At OPA, Mr. Maxon succeeds Robert W. Horton.

Sherman & Marquette Opens New York Office

SHERMAN & MARQUETTE, Chicago, has opened a New York office at 50 Rockefeller Plaza completely staffed in radio and copy departments. Telephone is Circle 6-1550. J. Allen Barnett, vice-president, will be in charge of the New York office, while William A. Bacher has been appointed radio director succeeding Herb Polesie, who has been named CBS production chief of sustaining programs. Under his direction will be the CBS *Al Jolson-Monty Woolley* show heard for Colgate tooth powder, 8:30-8:55 p.m. Tuesdays, and the Bill Stern *Sports Newsreel of the Air* on NBC Saturdays at 10-10:15 p.m.

Ashley Belbin, former manager of copy department of Pedlar & Ryan, New York, heads the creative staff of the New York office. Kelso Taeger, S&M director of research and media and W. R. Denning, production, have transferred to New York. The Colgate-Palmolive-Peet account (toothpowder, brush and brushless shave creams, Halo shampoo, Cashmere Bouquet soap and cosmetics), formerly handled from Chicago, will be serviced from the New office.

JOSEPH JACOBS, head of Jewish Market Organization, has been appointed chairman of the Jewish Language Press & Radio Division of the New York City Red Cross War Fund's Committee on Public Information, James M. Cecil, chariman of the Committee announced last week.

WCHS
CHARLESTON, W.VA.
The Nation's First SYNTHETIC RUBBER PLANT will soon start production in Charleston.

KGNC
AMARILLO, Says...
"We HAVE the listeners!"

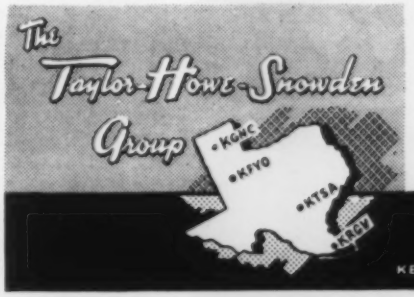
HERE'S THE PROOF!

Hooper says: (Fall, 1942, Station Listening Index) KGNC has 78.9% of the daily listeners.

NBC says: (A Tale of 412 Cities, Vol. 2) KGNC has 79% of the daytime listeners.

In Northwest Texas—where only KGNC, AMARILLO provides primary coverage — there are 57,486 radio unit homes — 81.34% of the total occupied dwellings, which is 14.4% higher than the State average.

Here is an exceedingly war-active market of high-income Americans, 98% native-born whites, who can and will hear your program—and have the money and inclination to buy!



5,000 Watts Daily
1,000 Watts Night
Represented by
HOWARD H. WILSON CO.

CENTRAL SALES OFFICE
805-806 TOWER PETROLEUM BLDG. DALLAS
KEN L. SIBSON, GEN. SALES MGR

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHK-WCLE, Cleveland

Musterole Co., Cleveland, 26 *sa*, thru Erwin, Wasey & Co., N. Y.
Doubleday, Doran & Co., New York (Book League), *sa*, thru Huber Hoge & Sons, N. Y.
General Baking Co., Chicago, 80 *ta*, thru Mitchell-Faust Adv. Co.. Chicago.
Marlin Firearms Co., New York (blades), 39 *ta*, thru Craven & Hedrick, N. Y.
Olive Tablet Co., Columbus (Olive Tablets), 130 *ta*, thru Erwin, Wasey & Co., N. Y.
Pierce's Proprietaries, Buffalo (Golden Remedy), 260 *ta*, thru Duane Jones Co., N. Y.
Ward Baking Co., New York, 626 *sa*, thru J. Walter Thompson Co., N. Y.
Barbasol Co., Indianapolis, *ta*, thru Erwin, Wasey & Co., N. Y.
E. Fougera Co., New York (Don Juan lipstick), 20 *sa* weekly, 8 weeks, thru Grey Adv. Agency, N. Y.
Popular Science Pub. Co., New York (magazine), 15 *sp*, thru Craven & Hedrick, N. Y.

KFI, Los Angeles

Procter & Gamble Co., Cincinnati (Lava soap), 7 weekly *sa*, thru Biow Co., N. Y.
Universal Enterprises, Los Angeles (paint), weekly, *t*, thru Adolph Wenland Adv., Los Angeles.
National Biscuit Co., Los Angeles (Shreddies), 3 weekly *ta*, thru Botsford, Constantine & Gardner, Los Angeles.
Bank of America, San Francisco (investment), 6 *sa*, direct.
National Biscuit Co., Los Angeles (Shreddies), 3 weekly *ta*, thru Botsford. Constantine & Gardner, Los Angeles.
Bank of America Trust & Savings Assn., San Francisco, 50 *sa*, direct.
Durkee Famous Foods, New York (food products), 3 weekly *sa*, thru Emil Reinhardt Adv. Agency, Oakland, Cal.
Hulman & Co., Terre Haute, Ind. (Clabber Girl baking powder), 3 weekly *sa*, thru Pollyea Adv., Terre Haute.

KGO, San Francisco

Quaker Oats Co., Chicago (Aunt Jemima pancake flour), 6 *sp* weekly, thru Sherman K. Ellis & Co., Chicago.
Kilpatrick's Bakery, San Francisco, *sa* series, and 6 *sp* weekly, thru Emil Reinhardt Adv. Agency, Oakland, Cal.
Regal Amber Brewing Co., San Francisco, 4 *sa* weekly, thru M. E. Harlan Adv., San Francisco.
Frozen Food Distributors Inc., San Francisco, weekly *sa*, thru Tomaschke-Elliott Inc., Oakland, Cal.
Loma Linda Food Co., Arlington, Cal. (Breakfast Cup), weekly *sa*, thru Gerth-Pacific Adv. Agency, San Francisco.
Seven-Up Bottling Co., San Francisco (7-UP), *sa* weekly, thru Rhoades & Davis, San Francisco.
Piso Co., Warren, Pa. (cough syrup), 14 *sa* weekly, thru Lake-Spiro-Shurman Inc., Memphis, Tenn.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum), 2 *sa* weekly, thru Newell-Emmett Co., N. Y.

WMAQ, Chicago

Colgate-Palmolive-Peet Co., Jersey City (Supersuds, Palmolive soap), 5 *ta* weekly, 48 weeks, thru William Esty & Co. and Ted Bates Inc., N. Y.
Chicago Sun, Chicago, 6 *sa*, thru Leo Burnett Co., Chicago.

WOR, New York

Lever Bros., Cambridge, Mass. (Spry), 5 *t* weekly, 51 weeks, thru Ruthrauff & Ryan, N. Y.

WDAY, Fargo, N. D.

Hamburg Hatchery, Hamburg, Ia. (Chix), 6 *sa* weekly, thru Buchanan-Thomas, Omaha.
Russell-Miller Milling Co., Minneapolis, weekly *sp*, 13 weeks, thru Campbell-Mithun, Minneapolis.
Oelwein Chemical Co., Oelwein, Ia. (Occo), 85 *sa*, thru Cary-Ainsworth, Des Moines.
Oyster Shell Products Co., New Rochelle, N. Y., *t*, 1 year, thru Cecil & Presbrey, N. Y.
Pennsylvania Salt Mfg. Co., Philadelphia, 3 *t* weekly, 13 weeks, thru Sherman K. Ellis & Co., Chicago.
Cudahy Packing Co., Chicago (mineral feed), 5 *sp* weekly, 13 weeks, thru Grant Adv., Chicago.
Pierce's Proprietaries, Buffalo (Golden Medical Discovery), 6 *t* weekly, 30 weeks, thru Duane Jones Co., N. Y.
Plough Inc., Memphis (Penetro nose drops, St. Joseph aspirin), 1 *t* & *ta* weekly, 1 year, thru Lake-Spiro-Shurman, Memphis.
Morton Salt Co., Chicago, 26 *t*, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.
Roma Wine Co., Fresno & Lodi, Cal., 195 *sa*, thru McCann-Erickson, San Francisco.
Murphy Products Co., Burlington, Wis. (cut-cost concentrates), 3 *sa* weekly, 1 year thru Wade Adv. Agency Chicago.
Jacques Seed Co., Prescott, Wis. (Hy-Brid seed corn), 78 *sa*, thru Triangle Adv. Agency, Chicago.

KFRC, San Francisco

Italian Swiss Colony, Asti, Cal. (wines), 5 *ne* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Langendorf United Bakeries, San Francisco 10 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Bay Cities Metal Trades Council, San Francisco (trade union), weekly *sp*, thru Rhoades & Davis, San Francisco.
Durkee Famous Foods, Oakland, Cal. (Best Foods Mayonnaise) weekly *sa*, thru Emil Reinhardt Adv., Oakland, Cal.
Lever Bros., Cambridge, Mass. (Rinso, Vimms) weekly *ta*, thru Ruthrauff & Ryan, San Francisco.

WABC, New York

Spratt's Patent (America) Ltd., Newark, N. J. (dog food), 5 *sa* weekly, thru Paris & Peart, N. Y.
Studebaker Corp., South Bend, Ind. (institutional), 3 *ne* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Doubleday, Doran & Co., New York (publishers), 3 *sa* weekly, thru Huber Hoge & Sons, N. Y.

WGY, Schenectady

I. J. Grass Noodle Co., Chicago (noodle soup), 2 *sa* weekly, 226 weeks, thru Chas. Silver & Co., Chicago.
P. Lorillard Co., New York (Friends tobacco), 39 *ta*, thru Lennen & Mitchell, N. Y.
Penick & Ford, New York (My-T-Fine), 5 *ta* weekly, 11 weeks, thru BBDO, N. Y.
Macfadden Pub., New York (*True Story*), 4 *sp*, thru Raymond Spector, N. Y.
Lever Bros., Cambridge (Spry), 261 *t*, thru Ruthrauff & Ryan, N. Y.
N. Y. State Savings Bank, New York, 6 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
P. Duff & Sons, Pittsburgh (gingerbread mix, waffle mix), 50 *sa*, thru W. Earl Bothwell Adv. Agency, Pittsburgh.
Procter & Gamble Co., Cincinnati (Lava soap), 130 *sa*, thru Biow Co., N. Y.

KNX, Hollywood

Colgate-Palmolive-Peet Co., Jersey City (saving soap), 11 *ta* weekly, thru Ted Bates Inc., New York.
Colgate-Palmolive-Peet Co., Jersey City (Super-Suds), 11 *ta* weekly, thru Wm. Esty & Co., N. Y.
Safeway Stores, Oakland, Cal. (Dwight-Edwards coffee), 15 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Durkee Famous Foods, Oakland, Cal. (margarine), weekly *sa*, thru Emil Reinhardt Adv. Agency, Oakland.
Vick Chemical Co., Greensboro, N. C. (Voratone, Vapo Rub, Vatronol), 3 *sp* weekly, thru Morse International, N. Y.

WIND, Chicago

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 23 *sa* weekly, 52 weeks, thru MacFarland, Aveyard & Co., Chicago.
Fox Head Waukesha Corp., Waukesha, Wis. (beer), 6 *sa* weekly, 52 weeks thru Hoffman & York, Milwaukee.
Henry C. Lytton & Sons, Gary (department store), 56 *sa*, 1 week, direct.
The Vitamin Club, Chicago (tablets), 3 *sp*, 1 week, thru United Adv. Agency, Chicago.

WBBM, Chicago

Hotel & Restaurant Cooperative Adv. Committee, Chicago, 12 *sa* weekly, 13 weeks, thru Sorenson & Son, Chicago.
Doubleday, Doran & Co., New York (publisher) *sa*, 1 week, thru Huber Hoge & Sons, N. Y.
Continental Baking Co., New York 5 *sa* weekly, 48 weeks, thru Ted Bates Inc., N. Y.

16 STATIONS GIVEN KROGER RENEWALS

THOROUGHLY SOLD on the job that spot broadcasting has done and will do, despite wartime conditions, the Kroger Grocery & Baking Co. last week announced 52-week renewals for all of its three quarter-hour daytime dramatic shows on 16 stations in 11 states. Ralph H. Jones Co. is agency.

With a combined total of more than 12 years on the air, the three programs are *Linda's First Love*, *Mary Foster—the Editor's Daughter* and *Hearts in Harmony*.

In March 1941 Kroger introduced a different daytime technique in *Hearts in Harmony*, featuring what it terms a "dramusical" pattern. Another innovation this year was inclusion of important news bulletins in *Mary Foster*.

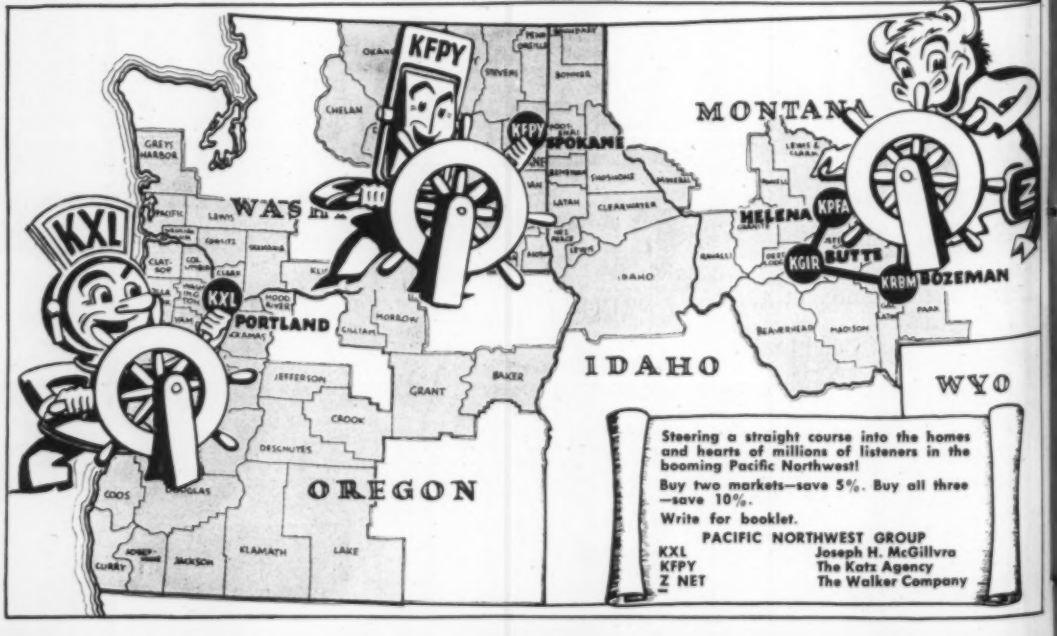
Stations receiving renewal contracts for the Kroger series include WSM KFH WBNS WIBA WMC WJHL KFPW WTAM KDKA WGST WLW WOOD WIRE WMBD WDBJ WSPD.

8 New Contracts Signed By NBC Disc Division

EIGHT NEW contracts have been signed for syndicated programs of NBC's Radio Recording Division. KYOS, Merced, Cal.; WTMA, Charleston, S. C., and All-Canada Radio Facilities Ltd., have purchased *Name You Will Remember*, also signed by WKBH, La Crosse, Wis., for La Crosse Breweries. Series has been renewed by WSYR, Syracuse; WMBG, Richmond, for Home Brewing Co. and WHEB, Portsmouth, N. H., for a local creamery.

WOW, Omaha, has signed for *Five Minute Mysteries*, and KSD, St. Louis, has renewed, for Columbia Brewing Co. WFEA, Manchester, N. H., contracted for *Flying for Freedom* for a men's clothing store, and WTMA, Charleston, S. C. purchased *Time Out with Ted Steele*, for a dry cleaning firm. *Betty and Bob*, was renewed by KFI, Los Angeles, and by WPRO, Providence, for a department store.

KVOA, Tucson, Ariz., renewed *Getting the Most Out of Life*, for Bring's Funeral Home, and WLAP, Lexington, Ky., signed for *Carse Robison and His Buckaroos*.



Radio Advertisers

CRAWFORD CLOTHES, New York, for its men's clothing stores in Philadelphia has contracted for 40 minutes of newscasts a day, Monday through Friday, on WPEN, Philadelphia, beginning Feb. 18 for 16 weeks. Package includes local sponsorship of Fulton Lewis Jr., transcribed from Mutual, plus five 5-minute spots daily. Account was placed through Al Paul Lefton Agency, Philadelphia.

SEASONETTES DISTRIBUTORS, Los Angeles (seasoning salt) recently started for 52 weeks two participations weekly in the *Home Forum* program of KGO, San Francisco. Agency is Eugene F. Rouse & Co., Los Angeles.

HARMON WATCH Co., New York, has purchased six quarter-hour segments of Art Green's *Magic Carpet* musical program on WMCA, New York, for a period of 52 weeks, through Moss Assoc., New York, starting Feb. 21.

CURTISS CANDY Co., Chicago, is introducing in the Chicago area a new product, Spread-mor, a butter extender. Car cards and newspapers will be used. No radio is planned at present. C. Wendel Muench & Co., Chicago, is agency.

MRS. SMITH PIE Co., Philadelphia, on Feb. 15 started a spot campaign on WDAS, Philadelphia. Each spot plugs a different eating place with only a reminder to the listener to order Mrs. Smith's pie as the dessert. From 8 a.m. to 8 p.m., every hour on the hour a spot announcement is used, making 13 spots a day and 78 announcements a week. Laurence I. Everling Agency, Philadelphia, has the account.

CAMPBELL CEREAL Co., Minneapolis (Malt-o-Meal) on March 1 will begin a series of early-morning quarter-hour commentaries titled *Nothing But the Truth* featuring Alexander McQueen on WBBM, Chicago. H. W. Kastor & Sons, Chicago, placed the contract for 13 weeks.

MINNEAPOLIS BREWING Co., Milwaukee, now presents *Friendly Fred*, transcribed music and chatter, in a six-weekly period, 10:30-11 p.m., on WCCO, Minneapolis.

KOKAN Co., St. Louis, for Vanish, a dandruff remover, is the newest participating sponsor of Rush Hughes' variety program heard on KWK, St. Louis, 10 a.m. to 12 noon and 6:15-7 p.m. Other Hughes sponsors are Griesedieck Bros. Brewing Co. and Meyer Bros. Drug Co., St. Louis.

DeKALB AGRICULTURAL Assn., DeKalb, Ill., is sponsoring a ten-minute thrice-weekly program, *On the Farm*, on WNAX, Sioux City-Yankton, to help meet food production goals for 1943. Western Adv. Agency, Racine, handles the account.

Warner Uses Newsmen In Film Promotion Spots

AN UNUSUAL "commentators' endorsement" campaign for the new motion picture "Air Force" has been running the last week on nine New York stations under sponsorship of Warner Bros. Pictures, New York, which plans to continue the scheme in other parts of the country.

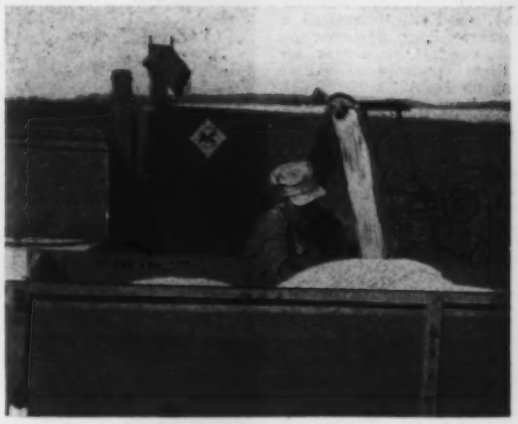
Campaign last week consisted of 65 one-minute transcriptions featuring short talks about the picture's merits by H. V. Kaltenborn, NBC; Lowell Thomas, BLUE; Edwin C. Hill, Cecil Brown, Maj. George Fielding Eliot, and Frazier Hunt, CBS. Prepared by Blaine-Thompson Co., New York, agency for Warner Bros., the discs were heard Feb. 15-19 on WJZ WEAF WMCA WNEW WQXR WHN WABC WINS WBYN.

HOTEL & RESTAURANT Cooperative Committee, Chicago, promoting Chicago hotels and restaurants, has placed chain-break and one-minute spot announcements 7 to 14 times a week on WMAQ WBBM WGN WJJD, Chicago. Contracts, for 13 weeks, were placed by Sorenson & Co., Chicago.

FLAG PET FOOD Corp., New York, has added six stations in the New York area to its schedule of spot announcements on WEAF, New York, started for a dog food in January. Firm now uses a total of 100 transcribed announcements weekly and does not plan to expand radio advertising to a national basis at present. Peck Adv., New York, handles the account.

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and
BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives



Iowa Soybeans— a Fighting Crop!

BELIEVE it or not, this Iowa farmer is harvesting munitions! Munitions in the raw. *Soybeans!*

Soybeans that will find their way into explosives to blast the enemy . . . into paints and varnishes to protect ships, guns, tanks and planes . . . into feed for the production of meat and milk . . . into bone- and muscle-building rations for our fighting forces and allies!

Last year Iowa farmers harvested 39,312,000 bushels of soybeans, for which they received $1.55 per bushel. And Uncle Sam has called for a 50% increase in soybean acreage in 1943!

That's one of the reasons why the No. 1 Farm Market is richer today than ever before, will be richer still in the years ahead. As *Sales Management* puts it: "The farmer is doing so well that he is a prime prospect both today and tomorrow (his savings are tremendous)".

To reach the No. 1 Farm Market's record-breaking buying power, you *need* KMA. KMA is the *only* full-time farm station in the entire area—the *only* station devoting 70% of its time to the specific needs and wants of the 3 million people in its 151 primary counties.

Your copy of our latest Market Data Brochure tells the whole story. Write for it now.

KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market
151 COUNTIES AROUND
SHENANDOAH, IOWA
FREE & PETERS, INC.
Exclusive National Representatives

SONTAG DRUG STORES, Los Angeles (chain), on Feb. 15 started a five-weekly quarter-hour newscast on KFWB, Hollywood. Contract is for 52 weeks. Firm sponsors a similar daily program on KFAC and KFVD, in addition to *Baukage Talking*, five-weekly on KECA. Milton Weinberg Adv. Co., Los Angeles, has the account.

CALIFORNIA BANK, Los Angeles (checking service), in a two-month campaign directed to defense industry workers, on Feb. 22 starts two transcribed announcements daily on KMPC KFAC KECA KIEV. In addition daily participation is to be sponsored in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX. Participation is scheduled in *Art Baker's Notebook*, *Mirandy's Garden Patch* and *Agnes White's California Home* on KFI. Agency is Mayers Co., Los Angeles.

S. H. EWING Ltd., Montreal (No-Ca coffee substitute) has started a test announcement campaign on Montreal stations. Account was placed by Desbarats Adv. Agency, Montreal.

BELL TELEPHONE Co. of Canada, Montreal, has started a campaign on Montreal English and French language stations to advise people to consult directories instead of calling "information". This is part of campaign gradually being used in various parts of Canada following a test in Quebec City. Account is handled by Cockfield, Brown & Co., Montreal.

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme beer), in a 26-week campaign started Feb. 9 currently is sponsoring a thrice-weekly five-minute transcribed program, *Bullets of Truth*, on KNX, Hollywood. A parallel schedule, plus 13 announcements weekly, is sponsored on KHJ, Hollywood. Other Southern California radio is contemplated. Agency is Brisacher, Davis & Van Norden, Los Angeles.

SPONSOR'S BLESSING attended third year start of the thrice-weekly quarter-hour *Soil-Off News*, when Soil-Off Mfg. Co., Glendale, Cal. (household cleaner), renewed the series for 52 weeks on 7 CBS Pacific Coast stations, adding KOY KTUC twice-weekly. Talking it over are: (l to r) Mr. and Mrs. Bernhard Nyman, owners of Soil-Off Mfg. Co.; Jefferson K. Wood, account executive of Buchanan & Co., Los Angeles agency servicing account; Truman Bradley, newscaster (at mike); R. C. Lockman, network account executive. Firm also sponsors a thrice-weekly five-minute newscast on KOA KOB, with daily schedule on KPRO. A schedule started in mid-February. Other radio is planned.

J. J. GALLAGHER has been appointed manager of the Montreal office of A. McKim Ltd. He has been with the agency for ten years, and a director since 1937.

KIRBY'S SHOE STORES, Los Angeles (retail), out of radio for some time, in a 52-week institutional campaign started Feb. 15 is sponsoring a daily quarter-hour news program, *Between the Lines*, on KFWB, Hollywood. Lockwood-Shakelford Adv. Agency, Los Angeles, is agency.

JOHN BENNETT, general manager of Hutchins Adv. Co., of Canada, Toronto, has joined Philco Corp. of Canada, Toronto, as assistant to the general manager. He will continue to handle Philco's advertising as well as public and industrial relations.

CHICAGO RUG & CARPET Cleaners, Chicago, recently started sponsoring a weekly transcribed quarter-hour program, *Top Notch Bands*, with live commercials by Eddie Dunn. Contract for 13 weeks was placed by Robt. Kahn & Assoc. Chicago.

WITH the issue of Feb. 26 *Movie-Radio Guide* changes from a weekly to a monthly publication with a revised format, additional features and a four-color cover. Program listings for 20 different sections of the country will be separately printed and inserted.

Travel Ban Boosts Sportscast Interest

WARTIME TRAVEL restrictions were foremost in mind when the Associated Division of Tide Water Associated Oil Co. recently contracted to sponsor some 75 West Coast basketball games from Spokane to San Diego, according to Harold R. Deal, the firm's advertising and sales promotion manager.

Originating in nine cities, the games are broadcast by KFIO, Spokane; KRSC, Seattle; KWJJ, Portland; KFWB, Los Angeles; KSFO, San Francisco; KLX, Oakland. It is the 18th year of sponsoring sports events on the part of Tide Water.

Fans "Attend" by Air

"Interest in basketball this season is considerably stimulated by competition of some first-class Service teams," said Mr. Deal. He mentioned such teams as St. Mary's Navy Pre-Flight, paced by Hank Luisetti; the Coast Guard, Oakland Air Base, Camp Roberts and the Presidio of Monterrey.

Pacific Coast Conference schools and well-known independents, like St. Mary's Santa Clara and the U of San Francisco provide the intercollegiate clashes which compose the bulk of the schedule.

Mr. Deal said fan mail from all sections of the Coast indicates that hundreds of persons, who formerly attended basketball games, now listen to the game broadcasts.

Commercial copy is institutional with a large percentage devoted to the War Effort. Merchandising support is provided by window posters listing game schedules as well as announcements to dealers. Tide Water also mentions its Basketball Sportscasts in all advertising in other media. Added promotion is the offer of American Flag decals for auto windshields obtainable without charge at service stations.

Microphone assignments are handled by Frank Bull, Los Angeles; Jack MacDonald and Bill Tobbitt, Northern California; Ted Bell, Seattle; George Moore, Spokane, and Hal Byer and Marshal Pengra, Oregon.

Here it is
Come and get it!

★ South Florida's non-tourist income from pay rolls in 1942 exceeded any annual income, in any year, from her richest tourist season.

★ This new, rich market represents civilian war work employment and spending . . . TWELVE MONTHS A YEAR.

★ In dollar volume Miami's share represented over 59% of the total retail sales in Florida's three major markets.

★ WIOD Covers This New Rich Market As Completely As Florida's Magic Sun ★

National Representative
GEORGE P. HOLLINGBERY COMPANY

5,000 WATTS • 610 KC • NBC

Garey to Direct House Probe

(*Continued from page 9*)

ment agencies also was approved without opposition.

Before the vote came on the Case amendment, several Congressmen unleashed bitter attacks against the FCC. Judge Cox, supporting the proposal, said he had been "maligned, blackmailed and criminally misrepresented by this agency of Government". He referred to Chairman Fly as "this Uriah Heep", who he charged had "brought political pressure to bear upon the Secretary of the Navy and forced into retirement the man who knew more about communications than any other man in the Navy, Admiral Hooper." [Rear Admiral Sanford C. Hooper, now on active duty as Senior Radio Consultant in New York, who formerly handled communications in the Office of the Chief of Naval Operations.]

Before the debate concluded, Speaker Rayburn left the chair and asked for permission to address the House from the well, declaring he had a right to speak on the motion to strike the appropriation because he happened to have been chairman of the committee that reported the bill to set up the FCC in 1934, and was author of the bill. The Speaker declared he did not appeal to "your prejudices or to your passions," but that he did want to "counsel with your reason with all the earnestness I can command".

"A great war is on, the world is aflame and the air is full of propaganda from every conceivable portion of the earth," Mr. Rayburn said. "There is only one agency in the United States of America that has any control whatsoever over the air of the United States. Do you, by your vote at this time, want to strike down that only agency?"

Time allowed for debate on the Case amendment then expired and the vote was called. After the vote, Rep. Dirksen (R-Ill.) proposed an amendment whereby the FCC's national defense appropriations of $5,590,314, for the Federal Broadcast Intelligence Service and other activities relating to national defense, be terminated 60 days after the cessation of hostilities unless otherwise authorized by Congress. This amendment was agreed to without debate.

Deferment Requests Cited

Rep. Dworshak (R-Ida.) then offered an amendment eliminating the item of $206,160 proposed for the "War Problems Division", headed by Assistant General Counsel Nathan David. He pointed out that the appropriations committee itself had expressed "some skepticism" over this proposal and had recommended that the Commission consider the desirability of discontinuing them. Mr. Dworshak said that he thought this was a responsibility of Congress and not of the FCC.

After Chairman Woodrum had cited that this fund was part of the national defense program of the FCC and that the military services believed it necessary, the amendment was rejected by a vote of 99 to 76.

When debate on the Independent Offices bill opened last Monday, Rep. Wigglesworth (R-Mass.), a member both of the subcommittee and of the Cox Select Committee, cited the "duplication of effort" between the FCC and the Army and Navy on radio intelligence operations, striking particularly at FBIS and the FCC's Radio Intelligence Division. He also called attention to the vast number of promotions during the last year, totalling 1,806, amounting to $145,000. Then he cited to the House requests for deferments from Selective Service of 442 FCC employes.

Rep. Cox interceded that it "is common gossip all over town that there is a higher percentage of draft dodgers as a result of the requests of the departments in the Communications Commission than in any other department of the Government." He pointed out also that one "division" of the FCC differing with Mr. Fly contends that the Commission could carry on its work for $2,000,000 instead of the $7,609,000 budget recommended.

Charges Waste

Mr. Fly, the Georgian contended, "has no knowledge of communications other than experience that he obtained as a switchboard operator before he was placed in the chairmanship." Mr. Cox also alluded to statements he attributed to the Army and Navy that "Mr. Fly is a terrible handicap to them in his effort to dominate completely in foreign communications of the Army and Navy."

Alluding to those "in the know", Judge Cox charged that the larger part of the FCC's appropriations are wasted and that "you may as well shovel the money out of the window as to expend it in the manner in which the Commission does."

Mr. Woodrum observed that the Cox inquiry will apprise Congress of everything "they can find that would justify putting the Federal Communications Commission and Mr. Fly out of business". Meanwhile, he pointed out it was an agency doing an important war job and that its appropriation should be continued. In the heat of the debate, Mr. Woodrum said that he would inquire of the responsible heads of the Army and Navy about the FCC and that if they said the Commission "is a detriment to the war effort", he would himself move to delete the national defense item. Later, he said this had been checked to his satisfaction. He commented that a "fair trial" should be accorded before there is an execution, and Judge Cox protested he was not trying to "execute anybody".

In concluding that phase of the debate, Rep. Wigglesworth pointed out that the record indicates the Commission has continued approval of transfer of stations "for considerations far in excess of the value of the physical assets transferred, with all the danger we have seen in other fields in the capitalization of Government franchises."

He added "serious charges said to have been made in connection with former Commissioner Pickard and others have apparently been whitewashed to the satisfaction of the Commission and the Dept. of Justice, in the absence of further evidence". [BROADCASTING, Feb. 15].

Finally, he pointed out that three of those persons included in the list of 38 recently published by the Dies Committee are on the FCC's payroll.

Promptly upon opening of the House Wednesday, debate on the bill was resumed. Early in the proceedings, Rep. Case proposed to delete the entire FCC appropriation after several colloquies on procedure.

Rep. Ramspeck (D-Ga.) condemned the proposed procedure as "demagogery" and charged that tactics of this sort were responsible for criticism of Congress.

The appropriations bill now goes to the Senate, where brief hearings probably will be held before the Independent Offices subcommittee of the Senate Appropriations Committee. The Senate seldom overrides the House on appropriations measures.

Plans CBC Series

R. S. LAMBERT, educational advisor to the Canadian Broadcasting Corp., arrived in New York last week to plan the five programs of *Lands of the Free* which will be produced in Canada for broadcast in the United States by NBC. The programs will be produced in their entirety by CBC at the Toronto studios of CBY, beginning in April. *Lands of the Free*, part of the NBC *Inter-American University of the Air series*, will shift to a new time, Sunday, 4:30 p.m., effective Feb. 21.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

1ST
on the Dial
in Georgia!
590 KC.
WAGA
Atlanta
A FORT INDUSTRY STATION
5,000 WATTS
DAY & NIGHT
NATIONAL REPRESENTATIVES
HEADLEY REED COMPANY

Shortwave Rulings Clarified by FCC

Special Authorization Limited To International Service

CLARIFICATION of its rules governing special service authorizations, to eliminate confusion resulting from amendments originally promulgated Dec. 29, was effected last Tuesday by the FCC. The regulations (Section 1.366) of its rules of practice and procedure were revised so as to limit special service authorizations to standard broadcast, international broadcast and point-to-point stations only in connection with the furnishing of facilities for an international broadcast service.

Broadness of the language originally used, it was said, led to some confusion among the telegraph carriers. The new language does not effect a change in policy.

The section as amended reads*:

"1.366 Special service authorizations.—Special service authority may be issued to the licensee of a standard broadcast station *or, in connection with the furnishing of facilities for service to the United States Government, to the licensee of an international broadcast station or an international point-to-point station,* for a service other or beyond that authorized in its exising license for a period not exceeding that of its existing license.

"*Application for special service authorization for standard broadcast stations must be made by formal application** and a satisfactory showing must be made in regard to the following, among others:

"(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

"(b) That experimental operation is not involved as provided for by Section 3.32 of the Rules and Regulations;

"(c) That public interest, convenience, and necessity will be served by the authorization requested."

* Changes in italics

FIGHTING FOR POLAND is Lt. Stefan Maciurzynski (center) formerly on the foreign language staff of WJBK, Detroit, before joining Gen. Sikorsky's Polish army in London. Fellow foreign language staff members at the farewell party are (l to r): Jacob Kmicic; Alexander Droszcz; Tillie Wejroch; Eugene Konstantynowicz, director of Polish broadcasts; Helen and Stanislaus Milewicz; Stanislaus Sielanski. Lt. Maciurzynski had been an exchange student here when the Nazis attacked Poland.

Skelton Tops List

RED SKELTON leads the list of "Top 10" programs released in the January (C. E.) Hooper Pacific Ratings Report. Bob Hope came in second, and Fibber McGee & Molly placed third. Others in order of their rating were: Charlie McCarthy, Aldrich Family, Frank Morgan-Fanny Brice, March of Time, Jack Benny, Jergens Journal, Kay Kyser.

TUBE REPAIR FIRM EXPANDS FACILITIES

FREELAND & OLSCHNER Inc., New Orleans, a transmitter tube repair firm to which CBS has lent engineering and financial aid, has expanded its facilities 800%, E. K. Cohan, CBS engineering director, advised chief engineers of the network's affiliates in a recent letter.

Following an unsuccessful attempt to interest the larger tube manufacturers in the repair of burned-out tubes [BROADCASTING, Sept. 14, 1942], CBS "discovered" and subsequently developed the firm. Accompanying Mr. Cohan's letter was a statement from James Beloungy, plant supervisor, that F & O had been successful in repairing 87% of tubes sent in, the other 13% being too badly damaged or requiring unobtainable material.

Mr. Beloungy was detached from WBT, Charlotte, N. C., where he was chief engineer, to supervise construction and installation of a new plant for F & O, which handles repair work for all stations, regardless of affiliation.

WOR 'Veritone' Discs

VERITONE is the new name for high-fidelity transcriptions produced by WOR, New York, which has been conducting a contest among employes for the best name. Dudley Ruby of the WOR Artists Bureau, submitted the winning name.

WSAP ON 1490 kc. IN PORTSMOUTH, VA.

CLAIMING the only FCC permit granted since Pearl Harbor, WSAP, Portsmouth, Va., went on the air Feb. 9 with 250 w. at 1490 kc. unlimited time.

Permission to operate was obtained in early January at the Navy Dept.'s request because of the station's location in the heart of the nation's No. 1 naval base area. FCC had held that WSAP represented prohibited new construction, but the station's officials claimed they already had the necessary equipment. It was also shown that Portsmouth for more than a decade has been the largest city in the U. S. without a radio outlet.

On the air daily from 6 a.m. to 2 a.m., WSAP is an affiliate of MBS and receives full leased-wire services of United Press. Studios and general offices are in the Portsmouth Professional Bldg., with transmitter in the West Park View section on the water edge. Equipment was provided by Collins, General Radio and Gates Console.

Operated by Portsmouth Radio Corp., a stockholding company headed by Judge Tom E. Gilman, the staff of WSAP includes T. W. Aydlett, general manager who is owner of WCNC, Elizabeth City, N. C.; Ray Penner, program director, former chief announcer of WGKV, Charleston, W. Va.; Jack Norfleet, commercial manager; D. Pulley, chief engineer; Bill Dawson, Paul Tryon and Michael Brown, announcers.

W. K. Hodges is vice-president and Dr. L. A. McAlpine, secretary-treasurer of Portsmouth Radio Corp. Directors include Mr. Aydlett, R. A. Robertson, Dr. J. W. Abbitt, C. N. Boyd, A. A. Wendel and M. B. Simpson.

Disc Delivery Tips

WORLD Broadcasting System, in a bulletin to its clients, is urging them to "anticipate broadcasting schedules as much as possible" so World can give them good service on recording schedules and obviate the necessity of relying on air express delivery of transcriptions. The bulletin resulted from an announcement by Railway Express that "henceforth non-priority air express shipments are accepted on a 'space available' basis."

ONLY WGY has the POWER (50,000 watts), the PROGRAMS (NBC plus the region's foremost local shows), and the POPULARITY (based on 21 years of service) to put together a 1½-Billion-Dollar Market in the Hudson Circle.

Represented Nationally by NBC Spot Sales

WGY GENERAL ELECTRIC WGY-102

NOT BLUE SKY...

BUT *the best darned buy, dollar for dollar, in actual effective coverage—in a market of a half million *steady customers***

* Proven by competition

HERE'S YOUR INVITATION TO BETTER BUSINESS

A Low Cost Producer **WHCU** Ithaca, N. Y. CBS 870 Kilocycles

Navy Puts Winchell on Inactive Duty; House Investigation of Status Closed

WALTER WINCHELL last week was placed on inactive duty by the Navy, and the House Naval Affairs Committee investigation of his status as a Naval officer was closed before it got under way.

Chairman Vinson (D-Ga.) of the Committee told BROADCASTING last Thursday that "the Secretary of the Navy appeared this morning and advised the Committee that yesterday afternoon he had issued orders placing Walter Winchell on inactive duty. That ended the matter so far as our Committee is concerned."

Subject to Call

Secretary Knox told the House group that some 1,300 other men in the Naval Reserve are on inactive duty and that the action in Winchell's case was not unusual.

Chairman Vinson said the Committee "complimented the Secretary on his decision and approved it". Secretary Knox's action means that Winchell will have no official connection with the Navy, although he is subject to call to duty at any time his services are needed.

The Naval Affairs Committee investigation was scheduled by Chairman Vinson after Rep. Hoffman (R-Mich.) introduced a resolution [BROADCASTING, Feb. 15] demanding that Secretary Knox supply the House with full information as to the commentator's status as a Naval officer.

Gremlins Did It!

As indicated last week the difficulty between the BLUE and Winchell and Drew Pearson apparently was a "tempest in a teapot" [BROADCASTING, Feb. 15]. On their respective broadcasts Feb. 14 both commentators announced the misunderstandings had been ironed out and that "freedom of speech" prevailed. Pearson praised Winchell as a fearless exposer of subversive activities and Winchell likewise patted Pearson on the back for reporting facts.

Quoted by the AP prior to the amicable settlement as saying "I hope the newspapers will fight harder for the freedom which radio has so meekly surrendered", Winchell admitted in Miami, following his Feb. 14 broadcast, that he had departed from his script Jan. 31 when he referred to the electors of certain pre-Pearl Harbor isolationist Congressmen as "damn fools".

"There were two gremlins on my shoulder urging me to express it as I did and to give my enemies a chance to get back at me," he said. "I knew I was wrong. We who are always talking about free speech and free press also recognize the right of citizens to vote as freely as they please." He said on his broadcast, however, that had the right of free speech been denied him by the BLUE he would not have continued his broadcasts.

Hugh Powell Comments

Although all apparently is serenely quiet on the BLUE news front, Winchell's slip of the tongue plunged the entire country into controversy on free speech. It resulted in speeches denouncing him in the House, in editorials demanding that free speech be not impaired, in comments pro and con regarding the BLUE's memoranda to news editors which were misinterpreted to mean a rigid censorship forbidding criticism of public officials.

Among outstanding comment was an editorial by Hugh J. Powell, editor of the *Coffeyville* (Kan.) *Daily Journal* and owner of KGGF, that city, a BLUE affiliate. Wrote Mr. Powell:

"Winchell spoke rather recklessly . . . Mark Woods, president of the BLUE . . . thought, and called him to account. Now the open season on criticizing Congressmen and Senators runs from Jan. 1 to Dec. 31 each year. And few want so much as a closed day, including the 530 members of Congress.

"But almost any reasonable man or woman will say there are limitations beyond which a critic should not go in newspaper writing, in broadcasting and even in individual remarks. But that bears remote relation to the great, inalienable right itself. A thousand such slaps on the wrist as Woods gave W. W. would have little, if any, effect on radio's freedom of expression established by law on a par with press. . . .

"If Congress dared strip broadcasting of its constitutional right, the people of America would make Congress over at the first opportunity, so aware are they of their No. 1 item in the Bill of Rights."

Wrigley Change

WM. WRIGLEY JR. Co., Chicago (Spearmint gum), has changed its quarter-hour inspirational war worker program broadcast on CBS Monday through Friday at 5:45-6 p.m. from the *Ben Bernie* show to *Keep the Home Fires Burning*. Ben Bernie, absent from the program for a month, has been recuperating from a heart ailment. Arthur Meyerhoff & Co., Chicago, is agency.

"MIRACLE BROADCAST" is the name given *The Sacred Heart Program* produced by WEW, St. Louis, because in 18 months it has added 101 stations and eight Canadian outlets will shortly carry the daily quarter-hour religious program of hymns, prayers, talk and closing Angelus. The Rev. Eugene P. Murphy, S. J., national director of the religious series, explains to Lt. Harry C. Crimmins, Army Chaplain and former president of St. Louis U.; and Nicholas Pagliara, manager of WEW, St. Louis, the nation-wide coverage. WEW broadcasts the program live 7:45-8 a.m. daily. Transcriptions are shipped to other stations.

G-E Names Dept.

GENERAL ELECTRIC Co.'s radio, television and electronics department is to be known as the electronics department, Dr. W. R. G. Baker, vice-president in charge of the department, has announced.

Lone Star Net Elects New Operating Staff

O. L. (Ted) TAYLOR, president of KTSA, San Antonio, has been elected chairman of the operating committee of the Lone Star Network, succeeding Harold Hough of KGKO, Fort Worth, who had held the post since 1939. Mr. Hough continues on the committee, while T. Frank Smith, KXYZ, Houston, takes the third post, formerly held by Maj. Tilford Jones, now on active duty.

At the same time, Mr. Taylor announced that Ken L. Sibson would succeed James W. Pate as managing director of the chain. Mr. Pate leaves to accept a commission with the Marines. Offices of the network have been moved from Medical Arts Building, Fort Worth, to Tower Building, Dallas.

National Oats Spot

NATIONAL OATS Co., Cedar Rapids, Ia., entering radio for the first time, on Feb. 9 started participations on Dr. Walter H. Eddy's *Food & Home Forum* on WOR, New York, using that station only to advertise National Three Minute Oats. Irwin Vladimir & Co., New York, handles the account.

Handbook by Mrs. Lewis

MRS. DOROTHY LEWIS, coordinator of listener activities for the NAB, has written a handbook for use by radio chairmen of clubs and civic organizations which will soon be published by the NAB. She also has in preparation a second report on the current status of juvenile programs.

KMA The Earl May Station
The Mail Station
5000 watts full time • Mutual and Blue Networks
SHENANDOAH, IOWA
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Attraction

JUST as moths are attracted to a flame - so are the ears of Northeastern Ohio buyers attracted to WHK. WHK has that certain something - that certain quality of programming that attracts listeners and converts them into buyers . . . WHK specializes in "local flavor". WHK sells!

WHK
CLEVELAND, OHIO

Represented by: Paul H. Raymer Company

CHNS
HALIFAX, NOVA SCOTIA
Is Located in the Centre of the Radio Audience of the Province.

You Cannot Miss If You Use This Station As Its Audience Has Learned to Rely on It Over a Period of Fifteen Years of Uninterrupted Service.
Representatives
WEED & COMPANY
350 Madison Ave., N. Y.

AP
WPDQ, Jacksonville, Florida
. . . easiest-to-work-with service I have ever used.
Robert R. Feagin, General Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

It's Always FairWeather
There are no dull seasons in Winston-Salem. They make it and spend it the whole year 'round. Yes and they're guided in their spending by WAIR, one of the dangdest sales producers this side of the equator.
WAIR
Winston-Salem, North Carolina

What about WOL?
It covers Washington 24 hours a day with 1000 watts
Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives
SPOT SALES Inc.

KNIVES SAVE LIVES, Harris Breth, conductor of radio hunting and fishing programs on KDKA, Pittsburgh, impressed his listeners. Twice he requested listeners to send in their cutlery for use in jungle fighting and several hundred knives were received at the studios, including a machete and a specially-constructed German knife with an eight-inch blade. With knives all over the place the boys have to grin and like it (l to r): Dick Woodruff, radio director of Walker & Downing, Pittsburgh agency; Mr. Breth, and James B. Rock, KDKA manager. The program is sponsored by the Duquesne Brewing Co., Pittsburgh.

Court Ruling

(Continued from page 11)

ond suit, sought to prove that the amended complaint was identical with the original that had been dismissed and that the recording ban, although severely affecting independent radio stations, was a labor controversy and as such was covered by the Norris-LaGuardia act prohibiting injunctions in labor disputes.

Judge Barnes has ordered the AFM to file an answer to the Dept. of Justice complaint within 20 days. It is predicted that the case will not come to trial for another month at the very earliest.

In his memorandum, Judge Barnes reviewed the oral and written arguments of both the Dept. of Justice and the musicians, and made these conclusions:

Counsel on both sides of the case have indicated to the court their desire that the court dispose of the case on this motion, so that they may speedily take the case to the reviewing courts. The court would be glad to do this but for one consideration, which will hereafter be referred to.

The court is inclined to the view that the complaint at bar raises issues neither raised nor ruled upon in the earlier case.

It may be true, as the defendents substantially contend that, even if the allegation of a purpose on the part of defendants to destroy independent radio stations is new, nevertheless, the complaint at bar does not state a violation of the Sherman Act.

But for the consideration above referred to, the court would definitely decide these two issues (neither is decided) and permit the losing side to take the case up.

The consideration which the court has now referred to twice is this—it is not satisfied that the issues of law, which will be made by the evidence when it comes in, will be the same as the issues of law made by the motion to dismiss. In other words, the court is inclined to think that, by ruling on the pending motion and making possible an immediate appeal, it would be sending to the reviewing courts issues which will probably not be in the case after a hearing on the merits.

The court has, accordingly, decided to defer the ruling on the motion to the trial on the merits, which will be granted promptly. The court has this day rendered an order deferring the ruling on the defendant's motion to dismiss to the trial on the merits, and ruling the defendants to answer the complaint within 20 days from this date.

The BEST Buy in HARTFORD

WNBC
5000 WATTS NIGHT and DAY
In America's
INDUSTRIAL ACTIVE
Test City
HARTFORD
BASIC BLUE NETWORK
RESULTS SERVICE
NATIONAL REPRESENTATIVES
HEADLEY REED COMPANY

Advertisers Draft Food Ration Plan

DETAILS of the largest coordinated advertising campaign developed so far in support of Government war program were outlined last Friday at a news conference called by the Advertising Council, following a two-hour meeting in New York Times Hall of some 300 of the nation's leading food manufacturers, their advertising agencies and representatives of participating Government departments.

The food industry's participation in the campaign, designed to help the American public understand food rationing and production, will be voluntary, according to John Murphy, assistant to the president of the Grocery Mfrs. of America, trade group designated with the OWI and the Advertising Council to disseminate material for the campaign to individual food advertisers. Mr. Murphy emphasized that food advertisers will be urged to incorporate rationing war themes in existing radio, newspaper and other media schedules.

Gardner Cowles Jr., OWI director of Domestic Operations, pointed out that the people will turn to the advertising of established food companies to understand what is expected of them as well as to learn the simplest ways of facing the current wartime food problems.

One of the first to announce a specific radio campaign is General Mills, Minneapolis, which this week is turning over five 2:45-3 p.m. programs on NBC to discussion of point rationing by Government authorities. The company is releasing full page ads to 250 newspapers to tie in with the radio series.

● Now you can get complete coverage of the West's biggest, fastest-growing market at really low cost. For all Southern California, use KMPC, now the most powerful independent in the West.
KMPC
LOS ANGELES ★ 710 KC
For Southern California ★ 10,000 WATTS
AFFILIATED IN MANAGEMENT WITH WJR DETROIT AND WGAR CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

MR. PETRILLO'S NEW DEMANDS

Reprinted from New York Times, Feb. 15.

MR. PETRILLO is distinguished from his fellow labor leaders by greater audacity and imagination. He realizes clearly the enormous powers of private dictatorship that the present state of the law, the beneficent attitude of the Administration, and the timorousness and vacillation of Congress have placed in his hands.

He has now put forward the demand that the operators of juke boxes, the companies that send music over the wires, the makers of phonograph records and the great radio companies pay a monetary tribute directly to his union for the privilege of doing business. All he asks is a cut-in on every record and every phonograph sold.

These fees will be paid into the union treasury. The money will be used, according to Mr. Petrillo, to reduce unemployment, to subsidize symphony orchestras and "to foster and maintain musical talent and culture and musical appreciation."

What Mr. Petrillo is proposing, in brief, is that the recording companies — which must ultimately mean the public that pays for the records—must submit to a private tax so that he can set up his own private system of unemployment relief.

What he is proposing is that the members of his own union must submit to a private income tax—in the form of that part of their fees which would, in effect, go to the union instead of to themselves—in order to support this private system of unemployment relief.

What he is proposing is that, at a time when war demands have made the shortage of manpower more acute than ever, he shall have the power of levying private tribute in order to create unnecessary jobs for men and women as musicians.

Mr. Petrillo no doubt looks at these matters from so disinterested a standpoint that he has not considered what abuses might develop if this device were also adopted by other unions less single-mindedly devoted to the public weal than his.

These unions could insist that every employer pay a special fee to them for the privilege of employing a member of their union. These unions could make themselves rich beyond the dreams of avarice. In one or two cases, no doubt, they might even be tempted to increase the salaries and other emoluments of their officials. For, as Mr. Petrillo knows, nothing but his own high conscience would prevent him from using these enormous fees in ways that did not directly promote the public welfare. There is no law which forces unions to make an accounting of their funds or even to publish financial statements. And though the Wagner Act forces employers to recognize unions, it contains not a word which compels these unions to be in any way responsible.

Mr. Petrillo, in short, can lay down the law to the phonograph companies, the recording companies, the radio companies, and to the members of his own union; but nobody can lay down the law to Mr. Petrillo.

The Supreme Court emphasized this fact yesterday by affirming the Chicago Federal court ruling that the Government could not prosecute the American Federation of Musicians under the anti-trust laws because it will not permit new records to be made for juke box and radio reproduction.

As long as Congress acquiesces in the Supreme Court's decision that labor unions enjoy sweeping immunity from the anti-trust acts and from the Federal anti-racketeering act; as long as Congress forces employers to recognize and deal with unions, but does nothing whatever to compel these unions to conduct their affairs democratically or responsibly; as long as Congress retains a law which forces an individual to join a union, whether he wants to or not, because his source of livelihood would otherwise be cut off by boycott of himself or his employer, or by other means —as long as Congress tolerates all this, we shall continue to have private dictators like Petrillo; and they will continue to find further means for enriching their treasuries and extending their powers.

"Why doesn't he leave his radio tuned all night to WFDF Flint Mich. for a Musical Clock?"

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER Inc.

Blue Network
Headley-Reed, Rep.

Church Praise

A RESOLUTION hailing the support given to the church by NBC was adopted at a recent convention of the United Lutheran Church in America. Dr. Walton H. Greever, secretary of the Lutheran institution, wrote "The church gives increasing recognition to the value of radio service."

SYDNEY MOSELEY, commentator of Mutual and WMCA, New York, is preparing a book on the subject of American radio. Publisher and date of publication have not been announced. The British author has been active in American radio for three years.

Nash Heads Show

OGDEN NASH, poet-humorist, has been signed by P. Ballantine & Sons, Newark, as m.c. of the company's new show with Guy Lombardo and His Royal Canadians, which starts March 8 on CBS in the Monday 10:30-11 p.m. spot.

Ware Heads

PAUL WARE, general manager of Allen B. Du Mont Labs., Inc. has been re-elected president of the Radio Club of America, as have the entire 1942 slate of officers including: C. E. Dean, vice-president; J. J. Stantley, treasurer; O. J. Morelock, corresponding secretary and L. E. Packard, recording secretary. Austin C. Lescarboura was reappointed publicity chairman.

2
MARKETS
FOR
THE PRICE
OF
ONE

St. Paul and Minneapolis with Population Over 800,000

WHEN YOU ADVERTISE ON

WTCN

Blue Network

Write for Details of Programs and Time Available, Rates and Market Data

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES
New York Chicago Detroit Atlanta
Los Angeles San Francisco

SPOTS TOKIO
WHERE THEY'LL DO THE MOST GOOD!
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
1000 WATTS 560 KC FULL TIME BLUE NETWORK
KFDM BEAUMONT
Represented by HOWARD H. WILSON COMPANY

BRITISH COLUMBIA
LAND OF OPPORTUNITY
Leading By Every Survey
CJOR
VANCOUVER, CANADA
NOW MORE THAN EVER 1ST

CINCINNATI'S Favorites
50,000 WATTS CBS
SYLVIA and PAT
HEARD DAILY
SINGING WITH
BOBBY BAKER'S ORCHESTRA
THE J. L. Wilson STATION

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Studio Notes

SIGNON TO SIGNOFF drive for blood donors recently conducted by Rex Davis, chief announcer of WCKY, Cincinnati, and Stokes Industries, *Let Freedom Ring* program were especially commended features of the station's blood donor campaign for which a certificate for "outstanding cooperation" with the Red Cross Blood Donor Service was recently presented L. B. Wilson, owner of WCKY, by the Cincinnati-Hamilton County Chapter.

TWO ANIMALS, a white half-Arabian stallion and a pure-bred Jersey cow, were auctioned by Bill Moshier, farm director of KIRO, Seattle, in a War Bond selling campaign in which certified purchases of bonds during December constituted bids. Animals were gifts.

KSAL, Salina, Kan., a Mutual affiliate, is now broadcasting the Morton Downey program for Coca Cola from the BLUE.

AN EXCLUSIVE New York outlet for two of the major networks, whose own affiliates in that city have previous commitments, WINS is broadcasting basketball games from Madison Square Garden on Mutual. On Feb. 16, WINS will broadcast a special quarter-hour program on CBS on the 75th anniversary of the Protective Order of Elks.

GRADUATES of the ten-week KNX Hollywood Workshop for girl staff members, have filled six positions in that station as a result of that training. Theola Carr, Barbara Magee and Marian Clark have joined the news bureau as junior writers; Jean King has made a transcription operator; Betsy O'Crotty, mail room clerk, and Bernice Prestholdt, receptionist, are now on the publicity staff. Training courses are conducted by KNX department heads.

TO PROMOTE the annual Red Cross drive during March, quarter-hour programs using Hollywood film talent are being produced and transcribed by NBC, that city, through cooperation of the Hollywood Victory Committee. Scripts are by the Writers Mobilization Committee, with transcribed series to be released on 600 stations nationally.

INDIVIDUAL miniature candid camera shots of KFI-KECA, Los Angeles, staff recently were sent to all former staff members now in the Armed Forces by Jim Berry, announcer.

WJLS, Beckley, W. Va., was equal to a recent emergency when a sleet storm forced discontinuance of telephone service. Peter Arnell, program manager, rushed to the transmitter two miles away while Al Ginkle, chief engineer, and Charles Huston, his assistant, rigged up a "gasoline motor" generator, enabling WJLS to broadcast from its transmitter for a day and a half.

AS AN AID to Air Raid Precautions drill, CJVI, Victoria, daily goes off the air at 2 p. m. for one minute, with approval of ARP authorities. Sirens at Victoria are tested daily at that hour, and CJVI asks listeners to practice dialing the station without help of its carrier, in case of emergencies.

W55M, Milwaukee, the *Milwaukee Journal's* FM outlet, has been operating from noon to midnight since Feb. 7, instead of the former 10 a. m. to 10 p. m. schedule. 33 live talent shows excluding news broadcasts originate from W55M.

JOHN E. PEARSON Co., station representative, on Feb. 15 moved its New York office from 342 Madison Ave. to larger quarters at 250 Park Ave. New telephone is Plaza 8-1155. Hines Hatchett is manager of the New York branch.

WELCOMED HOME by a bevy of beauties of the CBS publicity department, James Kane, until recently Western division publicity director of CBS, takes up his duties in the New York office as assistant to George Crandall, CBS director of publicity. Smiling at Kane are (l to r): Betty Paul of the magazine division; Rosellen Callahan, CBS fashion editor, and Nancy Martin, assistant to the press desk. Mr. Kane joined CBS New York nine years ago. In November, 1939, he went to WBBM, CBS Chicago outlet, where he filled the position as publicity director.

FREDERIC W. ZIV Inc., transcription-production firm, has enlarged its New York offices in the CBS building to accommodate increased personnel. Recent additions include Ralf Rosenberg, writer, transferred from Cincinnati, and Jack Berch, who has joined the firm in an executive capacity.

KVOR, Colorado Springs, has acquired the AP radio news wire from Press Assn.

WAIC, San Juan, P. R., recently celebrated its first birthday with a dinner given by Enrique Abarca, the owner, for employes and their wives. Guests of honor were Senators Dennis Chavez of New Mexico and Homer T. Bone of Washington, who had arrived that day for special investigation of critical conditions in Puerto Rico.

IN A reorganization of the artists bureau of WOR, New York, handling of radio talent has been transferred to the station's program department, while club dates and dance band remotes remain under the jurisdiction of the bureau, headed by Nat Abramson.

HOW to radiate charm and personality is taught feminine pages in a school recently organized by NBC Hollywood. Teacher is Beryl Wallace, m.c. of the weekly NBC *Furlough Fun*, sponsored by Gilmore Oil Co. Pagettes replace youths who have entered the Armed Services.

W71NY, FM station of WOR, New York, has shifted its broadcasting hours from 3 to 9 p. m., to 1 to 7 p. m.

KGGM, Albuquerque, and KICA, Clovis, N. M., have acquired the United Press wire services.

Foam Failed

TO ACQUAINT personnel of WCHS, Charleston, W. Va., with the use of fire extinguishers, which had been around the station for several years, Howard L. Chernoff, managing director of the West Virginia Network, called a staff meeting recently. He built a fire in a metal waste basket, then took one of the ancient extinguishers and started to pump. Nothing happened. He pumped harder but the flames only increased. In rushed a janitor with an extinguisher from the auditorium and put out the blaze. Said Mr. Chernoff, as he ordered all extinguishers checked and empty ones filled: "Some fire drill!"

RCA'S COLLEGE GALS

Feminine Employes to Purdue To Study Electronics

LIKE Uncle Sam's draftees who'll be sent to college for training, a group of 80 to 100 girl employes of RCA's Victor Division will soon take up residence at Purdue U., where the firm is sending them to study electronics in preparation for advanced work in the production of equipment for the armed forces.

Group will include girls 18-22 years old, who have had two years of college. Curriculum calls for two 22-week terms, involving 40 hours of study a week. Girls have all expenses paid, receive regular salaries and are urged to take part in regular student activities.

35 Civic Groups Form Radio Council in N. J.

FORMATION OF a New Jersey radio council was approved by some 35 heads of civic and cultural organizations within the State at a meeting held recently in the Bamberger Store's auditorium in Newark. Representatives of WHOM and WAAT, Jersey City; WPAT, Paterson, and WOR, New York, also attended. Mrs. R. W. Cornelison, education director of the New Jersey Federation of Women's Clubs, was appointed president of a temporary committee to serve until the organization is completed and regular officers can be elected.

Mrs. Julius Flink of the New Jersey Council of Jewish Women was named secretary, and R. D. MacDougall of N. J. Teacher's College, treasurer of the Organization Committee, which will appoint further committees on educational programs, children's programs, etc. Committees will hold a general organizational meeting at NAB offices in New York Feb. 19. Dorothy Lewis, coordinator of listener activities for NAB, spoke at the meeting in Newark and will assist in the formation of the new council.

MARTIN GOSCH, producer of the Abbott & Costello program on NBC, married Joan Arles, Broadway actress, Feb. 19 in New York. Mayor Fiorello LaGuardia, a personal friend, performed the ceremony in New York's city hall, with Abbott and Costello serving as best men.

New AT&T Tariff Schedules Specify Substantial Savings to Radio Industry

TARIFF schedules of the AT&T were announced last week substantiating the predicted savings seen in network program transmission costs when the reduced costs were first announced several weeks ago [BROADCASTING, Jan. 25, 1942].

Under the new tariff schedules the nation's stations will derive total savings of approximately $2,145,000. The savings to stations will come in lower wire and connecting costs and will represent a positive saving to all network stations as well as to non-network stations which choose to avail themselves of occasional use of wire-line service.

The tariff schedules included are AA, BB, A, B, C, D and E. Schedule AA and BB affects only continuous and occasional users of facilities within 50-8,000 cycles range. Schedule C and D cover continuous and occasional use of the 200-3,500 cycle range without supervision. Schedule E provides for occasional use of facilities within the 500-2,500 range for the transmission of speech only.

	SCHEDULE AA		*SCHEDULE A*	
	OLD	*NEW*	*OLD*	*NEW*
Interexchange Channel				
16 hours per day	$ 9.50	$ 8.00	$ 8.00	$ 6.00
Each add. hr. per day	.20	.15	.15	.10
Station Connections Per Month				
16 hours per day	$175.00	$125.00	$125.00	$75.00
Additional hours				
First hour	25.00	20.00	20.00	15.00
Next two hour period	25.00	20.00	20.00	15.00
Next five hour period	25.00	20.00	20.00	15.00

	SCHEDULE AA		*SCHEDULE A*	
	OLD	*NEW*	*OLD*	*NEW*
For Additional Hours Not Contracted for, per occasion of use.				
When additional hours precede or succeed and are consecutive with the daily contract period:				
Interexchange Channel per airline mile, per hour or fraction thereof	$ .012	$ .01	$ .01	$ .0075
Station Connections	1.75	1.25	1.50	1.00
When additional hours are not consecutive with the daily contract period				
Interexchange Channel per airline mile, per hour or fraction thereof	.03	.025	.025	.02
Station Connections	3.00	2.50	2.50	1.75
Reversals				
Interexchange Channel arranged for reversals per airline mile per mo.	1.00	.75	1.00	.75
Service point equipped for operating reversals per mo.	100.00	75.00	100.00	75.00

	SCHEDULE BB		*SCHEDULE B*	
	OLD	*NEW*	*OLD*	*NEW*
Interexchange Channel per airline mile:				
First hour	$ .25	$ .22	$ .20	$ .15
Each add. 15-min. period or fraction	.0625	.055	.05	.0375
Min. charge per occasion of use	2.50	2.50	2.00	2.00
Station Connections:				
Each station connection per month	50.00	40.00	30.00	20.00

	SCHEDULE C	
	OLD	*NEW*
Interexchange Channel		
For contract periods between 12 noon & 9 p.m. of less than 24 hours per day		
First hour	$ 3.00	$ 1.50
Each additional hour	.50	.25
For contract periods between 9 p.m. and 9 a.m.		
First hour	1.50	.75
Each additional hour	.25	.20
Bridging Connections		
For contract periods of less than 24 hours per day.		
Each bridging connection per month:		
First hour	25.00	15.00
Additional hours	3.00	1.50
Maximum charge	40.00	20.00
Contract periods of 24 hours per day	40.00	20.00

	SCHEDULE D	
	OLD	*NEW*
Per airline mile:		
First hour or fraction thereof	.15	.10
Each additional 15-minute period consecutive with initial period	.0375	.025
Min. charge	1.50	1.50
Bridging connection	1.25	.625
Min. charge per mo.	20.00	10.00

	SCHEDULE E	
	OLD	*NEW*
Inter exchange channel		
First hour	$ .10	$ .10
Each consecutive 15-min. period	.025	.025
Minimum charge	1.00	1.00
Bridging connection per connection	1.00	.625
Min. no. Charge	10.00	10.00

FOR CLOSE VOLTAGE regulation where requisite to good operation in radio transmitters, electronic-tube apparatus etc., General Electric Co., Schenectady, has perfected a new voltage stabilizer. Publication GEA-3634 describes the stabilizer in detail.

Beich Candy Spots

PAUL F. BEICH Co., Bloomington, Ill. (candy), in a 13-week campaign started Feb. 15 has placed four chain-break announcements a week on WGR KFH WOAI WREC WTAM WGAR WFAA WBRC WCKY WHKC WISH WSB for Whizz Candy Pie. In addition chain-break announcement campaign previously running on WCAE WJAS WJR KSTP KSD WENR WGN has been extended for another 13 weeks. Agency is Arthur Meyerhoff & Co., Chicago.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Lowest Cost per Listener
In the Tri-City Area

TROY - ALBANY-
SCHENECTADY

WTRY

TROY, NEW YORK

1000 Watts
at 980 Kc.

The ONLY Basic BLUE Station
In Eastern New York

Represented by RAYMER

Haas Named Shortwave Editor in CBS Shuffle

REORGANIZATION of the CBS shortwave department, effective Feb. 15, places Lawrence S. Haas, Latin-American editor of United Press, in the newly-created post of CBS shortwave editor, Edmund Chester, director of the network's shortwave broadcasting, announced last week. A staff promotion and two additions were included in the move.

Mr. Haas

Edward Michelson of the night desk has been promoted to day editor; Henry Lepidus, former Latin-American editor of Associated Press, is the new night editor. Vincent Martire, newspaperman, has joined the shortwave newswriting staff. Mr. Haas spent more than 20 years as executive of UP bureaus in Argentina, Brazil, Chile, Panama and Cuba. A native Philadelphian, he started his newspaper career on the *Asheville* (N. C.) *Bulletin*, later transferring to the *Philadelphia Evening Bulletin*. Several months later, he joined the UP outgoing foreign cables desk, and subsequently was assigned to the Latin-American posts.

GIRL SCOUTS of the U. S. have issued an appeal to the radio industry to help publicize Birthday Week, March 12-18, which will mark the start of a drive to recruit volunteer leaders.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Bunker, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York · Chicago · San Francisco

WJWC CESSATION HITS SUN PROJECT

WITH SUSPENSION Feb. 7 of WJWC, Chicago - Hammond [BROADCASTING, Feb. 8], the Air Edition of the *Chicago Sun* has been disbanded.

Set up last July at a reported cost of $150,000, the project had a staff of 19 announcers and newswriters, who handled all newscasts on WJWC as a promotion for the newspaper. The Air Edition occupied studios atop the *Chicago Daily News* building, which also houses the *Sun*.

Clifton Utley, whose two-year contract as editor of the radio news subsidiary has 18 months to run, will be retained for other news programs to be sponsored on Chicago stations by the *Sun*.

JOHN McVANE, NBC war reporter now in Algiers, has contracted with D. Appleton-Century Co., New York, for a book to be published next fall.

KGO's NEW RATE CARD IS NOW IN EFFECT. Base rates remain the same . . . rates for frequent weekly schedules have been made much more attractive. KGO advertisers can now buy more advertising impressions and hence a stronger advertising impact, at a lower cost per family.

Ask your Blue Spot representative or write direct for details.

KGO
SAN FRANCISCO · OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

WHEN WJSV, CBS affiliate in Washington, was host at the Feb. 17 meeting of the Radio Executives Club of New York, these radio industry leaders turned out to hear talks by J. Harold Ryan, assistant director of censorship in charge of radio, and Sen. D. Worth Clark (D-Ida.), chairman of the Senate Petrillo Probe Committee. Seated (l to r): Mr. Ryan; Earl Gammons, director of CBS Washington headquarters; Sen. Clark; Tom Lynch, timebuyer, Wm. Esty & Co., New York, and president of the Radio Executives Club; Arch McDonald, WJSV sports commentator; Mille McClintock, president of MBS; Neville Miller, presi dent of NAB, and Linnea Nelson, timebuyer of J Walter Thompson Co., New York, and executive vice president of the Club. Standing (l to r): Carl J. Burkland, general manager of WJSV; Frank Mullen, vice president and general manager of NBC; Mark Woods president of the BLUE, and Sydney M. Kaye, New York attorney. Senator Clark discussed the Petrillo music situation at the luncheon.

THERE'S NOT ANOTHER LIKE IT!
WHC
50,000 WATTS
DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

CLEAN UP in Montana

ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA MONTANA

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

Recorders-AFM Stymied

(*Continued from page 11*)

established with respect to other labor unions representing singers, announcers, actors, engineers, etc.

8. Conflict with the National Labor Relations Act which forbids direct contribution by employers to unions.

9. The problems involved in the admission, implicit in the acceptance of such a principle, that Mr. Petrillo has a genuine grievance or any real unemployment problem.

Many newspapers editorially took up the cudgels against the Petrillo demands, holding that the union was enabled to exercise such dictatorial powers only because of the laws and court decisions which give labor unions sweeping immunity from the anti-trust acts. Cited particularly was the Supreme Court decision Feb. 15 upholding the ruling of the Federal District Court in Chicago, dismissing the original Dept. of Justice anti-trust suit against AFM on the ground that a "labor dispute" was involved.

Newspaper Takes Up Fight

A modified suit, citing specifically the effect of the recording ban on broadcast stations, still is pending and will be heard by District Judge John P. Barnes. In view of the Supreme Court ruling, however, it was felt that relief in the final analysis will not be forthcoming until the statute is lamented.

In addition to a lead editorial published on Feb. 16 (see page 49), the *New York Times* the following day published a second editorial citing the reasons "Why Mr. Petrillo Rules." It pointed out he has the power to force practically every musician to join the union; to tell musicians when and how and whether or not they can make recordings; to tell the American people what music they can and cannot hear. This has been confirmed by the Supreme Court decision, said the *Times*, and the administration must be perfectly satisfied, as it has never proposed any revision in the law to change it.

"Congress must acquiesce in this arrangement, because it has never passed, nor is it now considering, any law to end it," the newspaper lamented.

WJLB, Detroit, has appointed Burn-Smith Co. as national representative.

Russell Tolg Promoted

RUSSELL TOLG, formerly sales promotion director of WTMJ, Milwaukee, and assistant radio director of BBDO, Chicago, since last October, has been named radio director of the agency's Chicago office, succeeding James G. Cominos, who has joined the Marines. Mr. Tolg will be assisted by Cora Hawkinson.

KBS Scrap Drive

KEYSTONE Broadcasting System, through its 207 affiliates, will devote over 1,500 spot announcements and 600 collective hours of programming during the week of March 7 to the metal scrap drive conducted by the movie industry's war activities committee. Announcement of the tie-in was made last week by KBS president Michael M. Sillerman, who revealed that the network had agreed to cooperate with exhibitors on similar activities in the future. Listeners will be asked to search homes for scrap metal, then watch local theaters for news of the "copper, brass and bronze matinee".

SHERMAN & MARQUETTE, Chicago, has appointed Tom Fizdale Inc. New York, to handle promotion and publicity for the agency and its accounts.

Convention

(*Continued from page 10*)

Petrillo recording ban, at the opening session Thursday. Also on the agenda for that day are war problems including the manpower situation and the 48-hour week; availability of materials, including tubes, batteries, gasoline and tires, home receiving sets, daylight saving time, and rationing.

Labor problems, legislation and the makeup of the new Congress, the Holmes bill to reorganize the FCC, the Cox resolution and taxation likewise are on the Thursday agenda.

At the Friday session, the board will consider the retail promotion plan, the overall convention-war conference situation, membership applications and approval of a proposed new membership campaign, amendments to bylaws, and the new year's budget.

New Orleans had been selected by the last convention in Cleveland, as this year's site. Overcrowded hotels and difficulties of transportation, however, resulted in withdrawal of the invitation last week by the city's convention organization. Second and third choices were Chicago and Pittsburgh, respectively. If the convention plan is abandoned, however, the board would be in a position to designate the locale for the war conference, with New York or Chicago best situated from all angles.

SCREEN RIGHTS to the weekly half-hour BLUE *Duffy's Tavern*, sponsored by Bristol-Myers Co. (Minit-Rub), have been purchased by MGM.

$678,024,000.00
Annual income of WIBW farm families — a market dominated by our six - state signal. Ready to sell for you.
WIBW The Voice of Kansas in TOPEKA

Lower Court Ruling On AFM Sustained By Supreme Court

Anti-trust Action Contrary To Norris-LaGuardia Act

WITHOUT the formality of a written opinion, the Supreme Court last Monday sustained the finding of Federal Judge John P. Barnes of Chicago last October, dismissing the Government's anti-trust suit against James C. Petrillo and the American Federation of Musicians, provoked by his ban on the recording of music, on the ground that it was purely a labor dispute. The effect of the Supreme Court action is to prevent the union from being enjoined under the anti-trust laws.

A revised suit against AFM, brought by former Assistant Attorney General Thurman Arnold, argued last month, still is pending before Judge Barnes and was based largely on the effect of the recording ban upon wartime morale. Judge Barnes reserved opinion after hearing oral arguments, but in view of the highest tribunal's ruling, it was thought likely that the issue already had been settled.

Injunction Citations

In its per curiam opinion, the Supreme Court simply cited several cases in which the Norris-LaGuardia Act, prohibiting the issuance of an injunction where a labor dispute is involved, had been applied. The effect of the opinion was to give AFM the legal right to continue the ban on recording, in force since Aug. 1.

Assistant Attorney General Arnold, who has been nominated to sit on the Court of Appeals for the District of Columbia, which handles radio appeals, personally had argued both anti-trust suits—the first last October and the revised complaint on Jan. 25. He had held that the ban made Mr. Petrillo virtual dictator over musicians and that it endangered the war effort, in that the existence of small radio stations and many small businesses using juke boxes for entertainment of the public was threatened.

In view of the fact that AFM has proposed settlement of the recording strike by assessment of fixed fees on recordings, to be paid into an AFM unemployment fund, suggestions were made that the whole matter should be referred to the War Labor Board. The Supreme Court decision holding that the matter was a labor dispute, it was pointed out, buttressed this contention.

RCAC Ends Pacts

APPROVING a resolution already passed by the board of directors of RCA and RCAC, the FCC last week authorized the firm to end preferential agreements with foreign firms which had assured RCAC exclusive business in handling their unrouted messages in the United States. FCC is advising other radiotelegraph firms to take similar measures.

Continuation of AFM Recording Ban Can Injure Entire Country, Says Clark

SEN. D. WORTH CLARK (D-Ida.), chairman of the Senate Committee investigating the AFM recording ban, told the Radio Executives Club of New York last Wednesday that continuation of the ban "can become injurious to the entire country".

He referred to the AFM action as probably the only strike in the history of the nation in which the strikers' demands were not made known. He expressed hope that the negotiations in progress last week between James C. Petrillo, president of the AFM, and record manufacturers "would result in something constructive", although the senator declined to discuss "the merits or demerits" of Petrillo's proposals. He reviewed actions to date by the OWI, FCC, Dept. of Justice and the Senate investigators to combat the ban.

Ryan Praises Radio

J. Harold Ryan, assistant director of censorship in charge of radio, told the record turn-out of radio executives that broadcasters themselves, together with the press, are solely responsible for maintaining the present wartime system of voluntary censorship. Reiterating his praise of the radio industry for its discretion in keeping secret President Roosevelt's recent trip to North Africa [BROADCASTING, Feb. 1], Mr. Ryan stated that such an example of self-censorship can only mean that we, in this country, are "maintaining free speech, even though speech cannot be free."

Toastmaster was Arch McDonald, sports commentator of WJSV, Washington, owned and operated by CBS, luncheon host. Out-of-town guests included Lee Chadwick, WJSV; Ray Jordon, WDBJ, Roanoke; Howard Chernoff, WCHS, Charleston, W. Va.; Sam Goldstein and Richard Goldstein, WCHS; John Donaldson, McCann-Erickson; Robert R. Feagin, WPDQ, Jacksonville; Charles Pittman, WBML, Macon, Ga.; H. A. Lafount, Atlantic Coast Network.

NBC Spot Campaigns

FIVE national advertisers using programs or announcements on NBC owned and operated or affiliated stations have renewed current schedules or are starting new campaigns, according to James V. McConnell, manager of NBC's spot sales departments. Sponsors and their programs include Planters Nut & Chocolate Co., through J. Walter Thompson Co., on WRC, Washington; Vick Chemical Co., through Morse International, on KDKA, Pittsburgh, WGY, Schenectady, KOA, Denver, WTAM, Cleveland and WMAQ, Chicago. McKesson & Robbins (Bexel and Calox), on WMAQ, KDKA and WGY, through J. D. Tarcher Co.; American Home Products on WBZ-WBZA, Boston, placed through Blackett-Sample-Hummert. A new contract for Stams vitamins will start on WOWO, Ft. Wayne, WTAM and WMAQ in addition to those on WBZ-WBZA which Standard Brands has been using. Agency is Ted Bates Inc.

Leave Schenley Show

GEORGE S. KAUFMAN, Broadway producer, and Oscar Levant, musician and quiz expert, have withdrawn as Co-M. C.'s of *Cresta Blanca Carnival* on MBS. Ilka Chase, comedienne and author, will conduct the Feb. 24 broadcast. No permanent M. C. has been announced, however. Program is sponsored by Schenley Distillers Corp., New York, for Cresta Blanca Wines. Agency is William H. Weintraub Co., New York.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

**Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!

WAKE UP... Your Georgia Sales with

WRBL COLUMBUS CBS

Represented by SPOT SALES Inc.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
CO-OPS 1930-43
Two co-ops for your E. T.'s are now in their 13th successful year on WDRC. The programs are the Shopper's Special and the Ad-Liner. Both are available for one-minute announcements at unusually attractive rates. WDRC, Hartford, Basic CBS for Connecticut.
CBS

"...has been sponsored by three local merchants from the very first broadcast." WSAR

● ASCAP Radio Program Service provides, without cost to any ASCAP-licensed station, programs of proved salability. If you are not using them write or wire us at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Metropolitan population! From 197,000 in 1940 to 209,000 in '43 . . . 12,000 more customers for your product.
WHBF
The 5000 WATT Voice of the Tri-Cities
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

CAB Reviews Radio Year

(*Continued from page 14*)

the quarter-hour rate, graduating down to one-minute spots at 30% of the quarter-hour. Canadian agency men favored the proposed structure, while American representatives, including Charles Ayers of Ruthrauff & Ryan, New York, and Lew Avery of the NAB, Washington, expressed opinions that the plan would be too complicated. No decision was made.

Avery Leads Forum

An open meeting Monday afternoon dealt mainly with a report of a joint committee of the CAB, Assn. of Canadian Advertisers and Canadian Assn. of Advertising Agencies on measuring station coverage and listener habits. An interim report was read for the committee chairman, G. Walter Brown, vice-president of Bristol Myers Ltd., Toronto, by Louis Phenner, representing the ACA, and by Jack Cooke, representing the CAB. The CBS ballot method of measuring station coverage was described in detail, while Adrian Head, representing the CAAA, discussed the report on measuring listener habits. A roundtable discussion on "Selling the Medium" followed, led by Mr. Avery, director of broadcast sales, NAB, Washington.

Canadian broadcasters heard for the first time at the Monday luncheon from the new general manager of the CBC, Dr. J. S. Thomson, who spoke on "Broadcasting and Civilization." He pointed out to the broadcasters that their duty was three-fold, a duty to the past whose scientific achievements had brought broadcasting; a duty to present civilization, to give the listening public something that will leave them better than we found them; a duty to the future, to look ahead to vaster issues.

Discussing broadcasting's part in religious, social and political life as well as in its entertainment value, and educational features, he explained there is a difference between education and propaganda. Education he defined as trying to serve persons to whom we direct broadcast programs; propaganda he defined as trying to use persons, whom we reach with radio programs, to our own ends. He said radio has a bigger role than selfish ends, that it is an instrument of persuasion for which the world has long sought. He stated that radio should not sell out to any one, should defend its freedom as the freedom of the press, that the CBC would not sell out to any political party.

Women Replacing Men

A closed breakfast session, opening the second day's activities, was addressed by Maj. Dick Diespecker of the Canadian Army, formerly of CJOR, Vancouver; Sub. Lt. G. A. Burwash of the Royal Canadian Navy, with CBC in civilian life, and Flying Officer Andy McDermott of the Royal Canadian Air Force, formerly of Stovin & Wright.

Dr. T. A. Robinson, assistant director of National Selective Service, at a Tuesday morning meeting urged broadcasters to replace men employes with women as rapidly as possible and in as many cases as possible, to free men for military duty. Priorities were discussed in an off-the-record conference.

Complimenting radio on the job it has done in previous War Bond drives, David Mansur, vice-chairman of the National War Finance Committee, Ottawa, announced a spring Victory Loan campaign to raise $2,000,000,000. No single group has made a greater overall contribution to the financial drives since the first loan in May 1940, than the radio industry, he asserted. A policy of bringing American stars to Canada to assist in raising funds will continue, he said.

CAB Code Approved

Forthcoming campaigns to conserve clothing and textiles were outlined at a Tuesday luncheon session by Ross Brown of the Wartime Prices and Trade Board (price ceiling authority) information section. To promote the campaigns the WPTB will purchase additional radio time, he indicated. He announced that for the first time in history Canadian and American pattern makers will present a North American preview of women's clothing styles next month.

A resolution approving a CAB code, similar to that of the NAB, was adopted at the Tuesday afternoon conference. The proposed code has nine clauses dealing with the industry's responsibility which is "first to the radio listeners of Canada for the dissemination of information and news, the supplying of entertainment . . . and the necessity for ethical business standards in dealing with advertisers and advertising agencies."

The treasurer's report showed a surplus of $25,385, of which $10,000 has been set aside for Government bonds. Creation of an associate membership for official sales representatives on the basis of $10 for each station represented was approved, with a view to organizing a broadcast sales committee in the future.

Among Wednesday speakers were Mrs. Dorothy Lewis, NAB coordinator of listener activities; John J. Gillin Jr., manager of WOW, Omaha, who extended an invitation from the city of Omaha to the CAB to hold an early postwar convention there and expressed the hope that after the war NAB would hold a convention in Canada, and the CAB hold one in the United States; W. C. Wright, of Stovin & Wright, Toronto, sales representatives, who reviewed the short history of the Broadcast Sales Cl... of Toronto.

CAB directors, elected Tues... afternoon are:

Dick Rice, CFRN, Edmonto... Harold Carson, CFAC, Calgary; A. ... Murphy, CFQC, Saskatoon, ... George Chandler, CJOR, Vancouv... representing western stations. Har... Sedgwick CFRB, Toronto; Jo... Cooke, CKGB, Timmins, Ont.; J. ... Campeau, CKLW, Windsor-Detro... representing Ontario stations. P... Lalonde CKAC, Montreal; N. T... vierge, CHRC, Quebec, represen... Quebec stations. N. Nathanson, CJC... Sydney, N. S.; L. W. Bewick, CH... St. John, N. B. representing the M... times.

Harry Sedgwick was re-elec... chairman of the board, with Mr. Ri... president of the Western Assn. ... Broadcasters, as vice-chairman. Gi... Bannerman was re-appointed presid... and general manager; Arthur Ev... secretary-treasurer, and Joseph Sed... wick, K.C., as legal counsel.

SETTLING a delicate point, ... doubt, are Wis McQuillin, tim... buyer, Cockfield, Brown & Co., To... ronto and Bill Schudt Jr., easte... division field manager for CB... station relations. Setting is la... week's CBC session at Toronto.

Gross Billings of CB... Reported $1,057,66...

DELAYED annual report of th... Canadian Broadcasting Corp. fo... the fiscal year 1941-42, endi... March 31, 1942, has just been re... leased by the CBC at Ottawa. Th... report deals with the wartime ac... tivities of the CBC, establishme... of CBC National News Service ... the beginning of 1942, and variou... program activities.

The report mentions additiona... sponsored programs carried by th... network, composed of CBC an... privately-owned stations, and th... establishment of a second com... mercial network in July, 1941, t... meet growing demands of adve... tisers for networks. From com... mercial broadcasting the repo... shows receipts of $1,057,664, wi... commercial expenditures of $9... 139, plus $742,123 for all wireline... The statement showed a net operat... ing surplus of $299,321, with re... ceipts from listener licenses ... $3,458,331.

MacKenzie Named

PROF. NORMAN MacKENZIE, president of the U. of New Brun... wick, has been appointed chairman of the Canadian Wartime Informa... tion Board, succeeding Charle... Vining, who resigned due to ... health. The new chairman was pro... fessor of public and private inte... national law at the U. of Toronto from 1933-1940.

CAB DELEGATES

J. L. Alexander, Toronto; E. L. Archibald, CHOV, Pembroke, Ont.; Lewis H. Avery, NAB, Washington; Ray Avery, Ronalds Adv. Agency, Toronto; C. T. Ayres, Ruthrauff & Ryan, New York.

W. H. Backhouse, CKY, Winnipeg; Alan G. Ball, Canadian Advertising, Toronto; G. C. Banks, L. J. Heagerty & Assoc., Toronto; R. Barry-Witton, British United Press, Toronto; Jack Beardall, CFCO, Chatham, Ont.; J. Reg. Beattie, All Canada Radio Facilities, Toronto; C. L. Berry, CFGP, Grande Prairie, Alta.; L. W. Bewick, CHSJ, St. John, N. B.; George Bourassa, CKCH, Hull, Que.; Maj. W. C. Borrett, CHNS, Halifax; N. Botterill, CJOC, Lethbridge, Alta.; Ralph F. Bowden, Stovin & Wright, Toronto; J. W. B. Browne, CKOV, Kelowna, B. C.; H. C. Buchanan, CHAB, Moose Jaw, Sask.; W. K. Buckley, W. K. Buckley Ltd., Toronto.

J. E. Campeau, CKLW, Windsor, Ont.; Leonard D. Callahan, SESAC, New York; Fred W. Cannon, All Canada Radio Facilities, Toronto; H. R. Carson, CFAC, Calgary, Alta.; G. C. Chandler, CJOR, Vancouver; K. G. Chisholm, RCA Victor, Toronto; Howard Clark, CKX, Brandon, Man.; Fletcher Coates, CHNS, Halifax; J. K. Cooke, Northern Broadcasting & Publishing, Timmins, Ont.; W. T. Cranston, CKOC, Hamilton, Ont.; Harold Crittenden, CKCK, Regina, Sask.

Vernon Dallin, CFQC, Saskatoon, Sask.; Wilf. Dippie, Radio Representatives Ltd., Montreal; H. F. Dougall, CKPR, Fort William, Ont.; C. D. Dowling, British United Press, Toronto.

W. E. Elliott, Elliott Haynes Ltd., Toronto; Walter Enger, Stovin & Wright, Toronto; F. H. Elphicke, CKWX, Vancouver.

G. Gaetz, CJRC, Winnipeg; John J. Gillin, WOW, Omaha, Neb.; Norman Goldman, BROADCASTING, Washington; Henry S. Gooderham, CKCL, Toronto; A. Gauthier, CHLT, Sherbrooke, Que.

Kolin Hager, WGY, Schenectady; Burt Hall, All-Canada Radio Facilities Ltd., Montreal; George W. Holman, Exclusive Radio Features, Toronto; Paul Haynes, Elliott Haynes Ltd., Montreal; Gordon Henry, CJCA, Edmonton, Alta.; G. F. Herbert, All-Canada Radio Facilities, Toronto; Harold Higgins, Joseph H. McGillvra, New York; J. G. Hyland, CJIC, Saulte St. Marie, Ont.

R. W. Keyserlingk, British United Press, Montreal; George Kitchen, Canadian Press, Montreal.

Phil. Lalonde, CKAC, Montreal; G. A. Lavoie, CJBR, Rimouski, Que.; Al Leary, CKCL, Toronto; Neil B. Leroy, Radio Representatives, Toronto; Mrs. Dorothy Lewis, NAB, Washington; Richard G. Lewis, Canadian Broadcaster, Toronto; G. Liddle, CKCR, Kitchener, Ont.; Charles B. Lynd, British United Press, Toronto.

H. McMahon, Taylor & Pearson, Calgary, Alta.; Joseph H. McGillvra, Joseph Hershey McGillvra Inc., New York; R. McGuire, All-Canada Radio Facilities, Toronto; C. W. McQuillin, Cockfield, Brown, Toronto; M. Maxwell, Associated Broadcasting Co. Ltd., Montreal; C. P. MacGregor, Hollywood, Cal.; Howe Martyn, Lever Brothers, Toronto; A. J. Messner, CKY, Winnipeg; Lovell Mickie Jr., Stovin & Wright Ltd., Montreal; W. C. Mitchell, CKCR, Kitchener, Ont.; Lloyd Moffat, CKBI, Prince Albert, Sask.; James Montagnes, BROADCASTING, Toronto; Lloyd Moore, CFRB, Toronto; Philip M. Morris, CFPL, London, Ont.; A. A. Murphy, CFQC, Saskatoon, Sask.

N. Nathanson, CJCB, Sydney, N. S.; J. Stewart Neill, CFNB, Fredericton, N. B.

W. B. Parsons, NBC New York; John H. Part, United Radio, Toronto; G. Alec Phare, R. C. Smith & Son, Toronto; Charles W. Pointon, Audio Devices Inc., New York.

Frank Radcliffe, CFOS, Owen Sound, Ont.; William J. Reilly, Weed & Co., Chicago; G. R. A. Rice, CFRN, Edmonton; Herbert C. Rice, WGR-WKBW, Buffalo; Sam G. Ross, Press News, Toronto.

E. T. Sandell, CKTB, St. Catharines, Ont.; F. V. Scanlan, CJRM, Regina, Sask.; Harry Sedgwick, CFRB, Toronto; J. M. Shaw, CFCF, Montreal; Charles Shearer, Chief Radio Censor, Ottawa; Alex Sherwood, Standard Radio, New York; Jack Slatter, Radio Representatives, Toronto; Ken Soble, CHML, Hamilton, Ont.; Wm. A. Speers, CKOC, Hamilton, Ont.; H. N. Stovin, Stovin & Wright, Toronto.

J. M. Taylor, Taylor & Pearson, Calgary, Alta.; Louis E. Toppe, Lang-Worth, New York; Lois M. Thompson, Howard H. Wilson Co., Chicago; R. H. Thomson, Northern Broadcasting, Timmins, Ont.; Brian A. Tobin, British United Press, Toronto; Jack Treacy, NBC New York; John Tregale, All-Canada Radio Facilities, Toronto.

William Watson, CJOC, Lethbridge, Alta.; Patrick Waddington, *Toronto Daily Star;* H. G. Walker, CBC Winnipeg; H. S. Walker, RCA Victor, Toronto; W. J. Woodill, CKSO, Sudbury, Ont.; Easton C. Woolley, NBC New York; R. H. Wright, CFAR, Flin Flon, Man.; William S. Wright, Weed & Co., New York; Adam J. Young Jr., J. H. McGillvra Inc., New York; Joseph J. Weed, Weed & Co., New York; Neal Weed, Weed & Co., Chicago.

Registering later were: Cy Langlois, Lang-Worth, New York; Gordon Love, CFCN, Calgary, Alta.; Louis Leprohon, CKAC, Montreal; Marcel Lefebvre, CHLP, Montreal; Sam Norris, Amperex, New York; Col. Keith Rogers, CFCY, Charlottetown, P.E.I.

CLIPPED by a candid cameraman is Maj. Gladstone Murray (left, without ear) at the CAB convention in Toronto last week. Others busily discussing Dominion radio problems are (l to r): Bill Wright, Stovin & Wright Ltd., Toronto; Joseph Sedgwick, CAB legal counsel; H. N. Stovin, Stovin & Wright.

Seeman Starts Early

WITH the current shortage and expense of ingredients of pure vanilla extract, Seeman Bros., New York, makers of a substitute known as Flava-Bake, is starting its annual spring campaign unusually early, and on a more extensive basis, since the product is unaffected by the shortages. Formerly using participations on WABC, New York, Seeman this year uses three full quarter-hour news programs weekly by Jay Sims on WABC, using that station only for its radio advertising. J. D. Tarcher & Co., New York, handles the account.

Jennings Named

DWIGHT JENNINGS, formerly assistant director of the Office of National Service, morale group sponsored by the Maritime Commission, has been named director of U. S. activities of the Office of the Coordinator of Inter-American Affairs. Domestic activities of the CIAA are to be accelerated in the near future, according to a spokesman for the agency. Mr. Jennings was at one time vice-president and director of Lord & Thomas.

POST-WAR RADIO HARVARD PROJECT

A POST-WAR advertising research project, to assist business in the use of radio advertising, will begin soon at the Harvard Business School, according to Dr. Melvin T. Copeland, the School's Director of Research.

Designed to study experiences of local users of radio advertising in the hopes of defining the role such advertising will play in marketing peacetime products, the project will be conducted by Prof. Charles H. Sandage, visiting professor of business research and head of the 1935 Census Bureau's investigation of broadcasting. Results are expected to provide retailers, service operators, local manufacturers, broadcasters and advertising agencies with information beneficial in the use of advertising.

Neil H. Borden, professor of advertising and Harry R. Tosdal and Malcolm P. McNair, professors of marketing, all of Harvard, will comprise an advisory committee to assist Prof. Sandage.

RKO Film Series

RKO RADIO PICTURES Inc., Hollywood, to exploit West Coast release of the film, "Hitler's Children", sponsored three broadcasts of the quarter-hour commentaries by John B. Hughes on 33 Don Lee Pacific stations, Feb. 15, 17, 19, Mon., Wed., Fri., 9:30-9:45 p.m. (PWT), as well as a special 15-minute news period for Feb. 23, Tues., 9:15-9:30 p.m. (PWT). A heavy schedule of spot announcements with local tie-in is being used on Pacific Coast stations. Agency is Raymond R. Morgan Co., Hollywood.

Allen-Baker Special

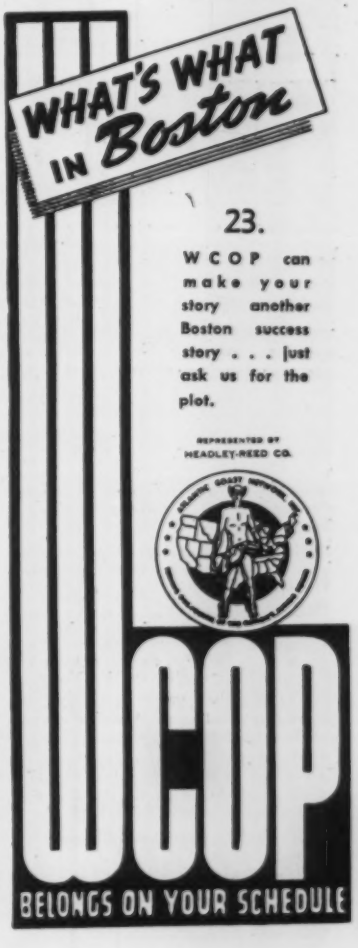
HIGHLIGHT program merger of the season will occur Sunday, Feb. 28, on CBS, when Fred Allen, star of the *Texaco Star Theatre*, and Phil Baker, of *Take It or Leave It*, tie their two half-hour shows together, walking in and out of each other's programs from 9:30-10:30 p.m. The feature is climax of a word battle in which Baker has charged that Allen lets his *Star Theatre* time droop over into *Take It or Leave It*. To regain the alleged "swiped time", Baker will appear as Allen's guest, and vice versa. Allen's sponsor is Texas Oil Co. Eversharp Co. sponsors the Baker program.

Food Rationing Series

GENERAL MILLS Inc., Minneapolis, will turn over for discussion of food rationing five of its regular broadcasts on NBC during the week of Feb. 22, foregoing usual commercial credits. The 2:45-3 p.m. period, occupied Monday through Thursday, by *Hymns of All Churches*, and Fridays by *Betty Crocker*, will feature interviews by Miss Crocker; Claude Wickard, Secretary of Agriculture; Prentiss Brown, OPA administrator; Maj. Gen. E. B. Gregory, Army Quartermaster General; Milton Eisenhower, associate director of the OWI, and a fifth speaker, as yet unnamed. Broadcasts were promoted with full-page ads Feb. 21 in 250 newspapers. General Mills' Softasilk cake flour, regularly advertised on NBC in the 2:45 p.m. period, is handled by BBDO, New York.

Kaltenborn's Plans

SUBSTITUTING for H. V. Kaltenborn, while the NBC commentator makes a whirlwind survey tour of Latin America and the Caribbean area [BROADCASTING, Feb. 1] are four commentators who will take over the 7:45 p.m. spot on NBC starting Feb. 22, with a broadcast by Leland Stowe. Upton Close, Gregor Ziemer and Clifton Utley also will be heard. Kaltenborn will broadcast from the Canal Zone, Mexico City, and other points, returning to New York March 13. Kaltenborn is sponsored by Pure Oil Co.


WHAT'S WHAT IN Boston
23.
WCOP can make your story another Boston success story . . . just ask us for the plot.
REPRESENTED BY HEADLEY-REED CO.
WCOP
BELONGS ON YOUR SCHEDULE

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 13 TO FEBRUARY 19 INCLUSIVE

Decisions . . .

FEBRUARY 16

WOOD, Grand Rapids, Mich.—Mod. license change share WASH to unlimited, facilities WASH.

KTBC, Austin, Tex.—Transfer control Capital Broadcasting Assn. to Claudia T. Johnson for $17,500 cash.

KRBA, Lufkin, Tex.—Hearing license renewal and vo. assgt. license Red Lands Broadcasting Assn. to Darrell E. Yates.

WBAL, Baltimore—Cancel special service authorization expiring April 1, 1944, request applicant.

WORK, York, Pa.—CP new transmtter.

FEBRUARY 18

WWNC, Asheville, N. C.—Grant motion dismiss plea mod. CP operate 570 kc., 5 kw., DA-N, unlimited.

KARM, Fresno, Cal.—Grant motion dismiss plea mod. license operate 1030 kc., 5 kw., DA-DN, unlimited.

Central Broadcasting Co., Key Broadcasters Inc., Wilkes-Barre Broadcasting Corp. of Wilkes-Barre, Pa.—Deny petitions waive rules (Sec. 1.231 (d)) for Sept. 15 hearing; grant joint petition findings heretofore filed comply Sec. 1.231 (d) these proceedings.

Applications . . .

JANUARY 16

WBYN, New York—Move main studio Brooklyn to New York.

KLRA, Little Rock, Ark.—Extension permission operate 1010 kc., 5 kw. D, DA-N to Dec. 1, change DA for N use, extend completion date March 13, 1943 to June 13, 1943.

WTOC, Savannah, Ga.—Mod. CP, as mod. install DA-N, increase power, extend completion date Feb. 15, 1943, to April 15, 1943.

WOWO, Fort Wayne, Ind.—Extend permission operate unlimited to April 1, 1944.

W6XYZ, Los Angeles, Cal.—Mod. CP, as mod. for experimental television station, extend completion date March 15, 1943, to Sept. 15, 1943.

KSWO, Lawton, Okla.—Operate unlimited (Sec. 4).

CHARLES A. ANDREWS, formerly of Philco's television station WPTZ, Philadelphia, has joined engineering staff of WHAT, Philadelphia, replacing Bob Connally, who died recently.

GEORGE HINES, engineer of WELI, New Haven, left Feb. 15 to join the Army Air Forces.

THOMAS E. NALLEY of the engineering staff of KGVO, Missoula, is father of a girl born Feb. 5.

GEORGE CHAPMAN, engineer of KVOO, Tulsa, is father of a girl.

MARSHALL DAVIE, engineer of WSB, Atlanta, has reported for Signal Corps Officers' Candidate School at Monmouth, N. J.

WILLIAM HANNA, new to radio, has joined the engineering staff of WBBM, Chicago.

HOLLY PEARCE, engineer supervisor of WBBM, Chicago, has been appointed program traffic manager, succeeding Bill Seymour, recently commissioned an ensign in the Navy.

CHARLES WATSON DYKE has resigned from the engineering office of WOR, New York.

BEECHER GOLD, control room operator of WDRC, Hartford, has been drafted, assigned to the Marine Corps and sent to Parris Island, S. C.

CLIFFORD C. HARRIS, chief technical supervisor of WIP, Philadelphia, is father of a girl born Feb. 8.

CHARLES JONES, engineer of KHJ, Hollywood, is the father of a girl born Feb. 14.

Tentative Calendar . . .

WBNY, Buffalo—Mod. license 680 kc., 250 w., unlimited (Feb. 23).

W55NY, New York—Mod. license 45,500 kc., 8,500 sq. mi., unlimited (Feb. 26).

WALB, Albany, Ga.—Consolidated hearing renew license, vol. assgt. license, CP 1550 kc., 1 kw., DA-N. unlimited (Feb. 25).

Network Accounts
All time Eastern Wartime unless indicated

New Business

CAMPBELL SOUP Co., Camden, on March 3 starts Milton Berle, comedian, on 63 CBS stations, Wed., 9:30-10 p.m. Agency: Ward Wheelock Co., New York.

ELGIN WATCH Co., Elgin, Ill. (institutional), on March 7 starts *The Man Behind the Gun* on 60 CBS stations, Sun., 10:30-11 p.m. Agency: J. Walter Thompson Co., New York.

Renewal Accounts

RCA VICTOR Co. Ltd., Montreal (radio tubes, records), recently renewed *Voice of Victor* on 30 Canadian Broadcasting Corp. stations, Thurs. 8:05-8:30 p. m. Agency: Spitzer & Mills Ltd., Toronto.

LUMBERMEN'S MUTUAL CASUALTY Co., Chicago, on Feb. 21 renewed Upton Close on 60 MBS stations, Sun., 5:15-5:30 p.m. Agency: Leo Burnett Co., Chicago.

Network Changes

MINNEAPOLIS-HONEYWELL Reg. Co., Minneapolis (air conditioning machinery), on Feb. 17 shifts *Alias John Freedom*, heard once every four weeks on 134 BLUE stations, 9-9:30 p.m. (Rpt, 12-12:30 a.m.) from San Francisco to Chicago. Agency: Addison Lewis & Assoc., Minneapolis.

WESTINGHOUSE MFG. Co., Pittsburgh (institutional), on Feb. 28 shifts *The Westinghouse Program* from New York to Hollywood on 127 NBC stations, Sun., 2:30-3 p.m. Agency: Young & Rubicam, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Swan), on March 2 shifts *Burns & Allen* on 114 CBS stations, Tues. 9-9:30 p.m. from Hollywood to New York for three weeks. Agency: Young & Rubicam, N. Y.

STANDARD OIL Co., San Francisco, on Feb. 21 shifted *Standard Symphony* on 6 NBC Pacific stations, Sun., 8:30-9:30 p.m. (PWT), from Hollywood to San Francisco. Agency: BBDO, San Francisco.

LUMBERMEN'S MUTUAL CASUALTY Co., Chicago, on March 20 adds Sat. 8:30-8:45 p.m. to Upton Close's commentaries, on 60 MBS stations, Sun., 6:30-6:45 p.m. Agency: Leo Burnett Co., Chicago.

PROCTER & GAMBLE, Cincinnati (Camay), on Feb. 22 adds 46 NBC stations to *Pepper Young's Family*, making a total of 128 NBC stations, Mon. thru Fri., 3:30-3:45 p.m. Agency: Pedlar & Ryan, N. Y.

HOWARD VOGELI has joined the technical staff of KFBK, Sacramento.

NOBLE E. BREWER has joined the transmitter staff of KOB, Albuquerque, N. M.

ALBERT LOEHLEIN, new to radio, has joined the transmitter staff of WCCO, Minneapolis.

AL SMITH, chief engineer of WOWO-WGL, Fort Wayne, Ind., has been commissioned a lieutenant in the Army and will report at Fort Monmouth, N. J., Feb. 19. Dorsa M. Yoder, local high school teacher, has joined the engineering staff for night duty.

GLENN THAYER, of the WOWO-WGL, Fort Wayne, Ind., technical staff, is father of a girl born Jan. 31.

EMMA LOU JACKSON, control operator of WCHS, Charleston, W. Va., left recently for Des Moines, Iowa, to go into training with the WAVES.

LISTENING ON GUADALCANAL
Sgt. Jimmy Hurlbut Says Marines Huddled At Radios To Hear News and Sports from Home

RADIO listening provided the marines on Guadalcanal with the bulk of their news from the outside world, according to Tech. Sgt. James W. Hurlbut, Marine combat correspondent and formerly publicity director of WJSV, Washington, recently returned to the United States.

In Jimmy's words, radio listening was "one of the big features on Guadalcanal, for everyone from the General on down." "Throughout the island," he told BROADCASTING, "portable radios were in operation at unit headquarters." After sunset, he explained, when things began to slacken and before the night's activities started, "Marines gathered at their radios for the news of the world from either KWID or KGEI."

At this point, Sgt. Hurlbut put in a word for the quality of reception. Despite the interference which was induced at times by Jap action, the fidelity of these stations was complete, he said.

Based on his observations, he said that general news and sports news were likely the most popular radio fare. Specifically, he mentioned the fine reception accorded *Command Performance*, prepared by the Army for the benefit of fighting men around the world, and the *Army Hour*, official War Dept. program (NBC 3:30-4:30 p.m. Sundays), also shortwaved around the world.

Getting personal, he recalled one particular broadcast which thrilled him. During one period of action, shortly after the Marines had established themselves on the island, one portable tucked away in one of the gun positions was tuned in. One of the men in that particular gun position heard Arthur Godfrey identified and hastened to inform the sergeant, recalling that he had been associated with Godfrey in Washington at WJSV.

There in the midst of Guadalcanal, Jimmy heard Arthur Godfrey's *Victory Begins At Home* program, rebroadcast by KNX, Los Angeles. Reception was so good, he recalls, "I could almost imagine myself looking through the studio window at Art and his colleagues at WJSV—Lee Vickers, John Salb and Billy Gibson."

On CBS Shows

Upon his return to Washington recently, Jimmy went back to work almost immediately being featured on the Washington portion of *World Today* aired by the entire CBS network as well as on Columbia's *Report to the Nation*. He describes himself as "the man who travelled 14,000 miles to get into the room next door". That room being Studio 4, next to the WJSV-CBS newsroom, from which Jimmy had never been heard in the eight years spent at WJSV and CBS Washington, as news editor and publicity director.

Sgt. James W. Hurlbut and Eric Sevareid

The next day many of the station's staff congratulated him upon his fine radio voice. This appeared to satisfy him, for he explained that he had vainly tried to impress people with that fact during his tenure with the station as a civilian.

When he enlisted in the Marine Corps, May 6, 1942, he had no idea that he'd be on his way ten days later. After ten months, he is back in the U. S., having spent more time in the Solomons than any other correspondent. In fact, he is the first Marine correspondent to return from an active combat zone.

Speaking to his boss, Lt. Col. George T. Van der Hoef, headquarters public relations officer, you get the idea that Jimmy has done the job he was sent out to do. Lt. Col. Van der Hoef called it "an outstanding piece of work." Furthermore, he pointed out that Jimmy was the first of the combat correspondents to be promoted from the rank of sergeant to that of technical sergeant.

Since Jimmy had served with the Marines prior to last May, he received his stripes at once, as one of a limited number of combat correspondents who fight and write. Explaining the job, Jimmy said he carried a pistol at all times and also used a rifle upon occasion. Shooting Japs and digging news provided him with considerable action during the time he served at Guadalcanal.

Henry P. Kasner

HENRY P. KASNER, 53, radio engineer of RCA for the last 30 years, died Feb. 13 in Brooklyn Jewish hospital after a brief illness. Born in England, Mr. Kasner was at one time wireless operator on the S. S. Leviathan, and was an engineer with Marconi Wireless Telegraph Co. of America.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Announcer Wanted—5 kw. Network Station. Metropolitan market. Only experienced commercial announcer with good references considered. Above average starting salary offered, and fine chance for advancement. Address Box 334, BROADCASTING.

OPERATORS—20 or more positions for conscientious, capable, experienced men who really want to work. Metropolitan station. Minimum starting pay $1.50 per hour. No union affiliation necessary for employment. Steady employment. Write giving details to Box 326, BROADCASTING.

ANNOUNCER—Experienced in all types broadcasting. Send all information, including transcription and photograph. Good salary plus talent. Station in East. Box 323, BROADCASTING.

CONTROL ROOM OPERATOR—Give experience and references. Good salary. Station in East. Box 324, BROADCASTING.

Program Director Wanted—Basic network affiliate, middle west, needs experienced Program Director immediately. Only a man who is now serving as Program Director will be considered. Preference to man having knowledge of, and experienced in traffic and bookkeeping. Good starting salary for man who is capable, honest, and permanent. Address replies in confidence to Box 333, BROADCASTING.

Engineer—With first or second class license. Over 18 years. Permanent position non-defense area. Write giving details. WHKY, Hickory, North Carolina.

Experienced Salesman—Salary and monthly bonus. NBC and Blue Network stations in one of America's hottest markets. Home of three Kaiser shipyards. Advise experience, draft status, references. Address Norman J. Sugg, commercial manager KGW-KEX, Portland, Oregon.

Positions open for two good advertising men—Permanent position, growing business, liberal percentage basis with guaranteed weekly salary for high class, industrious men. Apply L. D. Newman, general manager, Radio Station WCMI, Ashland, Kentucky.

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 329, BROADCASTING.

Wanted — An experienced announcer. WFBC, Greenville, S. C.

Announcer—A Midwest KW station has an opening for an announcer with a future. Salary open. Box 337, BROADCASTING.

Announcer—3D phone ticket. Midwest network station. Give complete details—draft status and requirements in first letter. Box 341, BROADCASTING.

Newscaster—Wanted by 5 KW Midwest Network Station. Must be experienced and capable. Please write full details, including draft status and salary requirements. Box 342, BROADCASTING.

Situations Wanted

Commercial Manager—now employed. 17 years advertising including newspaper, agency, radio. Want change. Box 343, BROADCASTING.

Woman—College graduate, wants position Middle Western Station. Experienced continuity writer—program participation. Pleasant voice. Box 330, BROADCASTING.

PROGRAM PRODUCER—Wide experience writing, directing—musical and dramatic shows—transcriptions. Now available to established New York agency. Over draft age. Box 331, BROADCASTING.

Situations Wanted (Cont'd.)

GRANDFATHER'S CLOCK STOPPED . . . . WHEN THE "OLD MAN" DIED! —It's a fact . . . a clock is only as good as it's main-spring! How's your "musical-clock" ticking, Mr. Station manager? Is it producing listeners, sponsors, more money for your station? If not—why not? Perhaps your "musical clock" needs a new "main-spring"! Could be that I'm the "M-S" you've been wishing for—especially in times like these—when I can also go out on the street and bring in the time orders. I'm a regular guy, looking for a real opportunity to deliiver the goods. 35 years old, married, family, with swell references and background. Interested? Then write Box 340, BROADCASTING.

EXPERIENCED ANNOUNCER—4F draft status, wishes position with secure station. Recording on request, good references. Bruce Stewart, 1829 University Avenue, Wichita, Kansas.

Station Manager—Experienced operating regional and local stations desires change. Excellent record with present company nine years. Best recommendations. Your inquiry held confidential. Box 336, BROADCASTING.

ANNOUNCER—Program Director, 27—4F—over five years in radio; also stage experience. Have had 50 KW experience. Am seeking permanent position. Write details including salary to Ramsay Williams, 1513 Northwestern Avenue, Hollywood, California.

"MUTUAL OPPORTUNITY FOR "BLUE" STATION MANAGERS . . . . ALSO THOSE IN THE "RED"! Attention, Please! — An exceptional advertising salesman, age 35, family, with proven sales record of accomplishment, and the ability to think up saleable ideas, is now available for interview. He has just resigned from a major network station in the south, and now seeks commercial manager's post on progressive station. Has no objection to small wattage station as he believes it's what's on the air "watt" counts with the listeners, the sponsors and the station. You've longed for a man like that? Well, here he is looking for you. If your station needs additional billing, here's the man who can get it for you! Salary and commission basis. Top references. Box 339, BROADCASTING.

Wanted to Buy

COMPLETE EQUIPMENT — 250 or 500 watt station. Advise lowest cash price, when available for removal. Box 327, BROADCASTING.

Will pay cash. Responsible parties interested in buying radio station. Give full particulars. Box 325, BROADCASTING.

Small Group Engineers—Interested buying part or whole of going station or C.P. Box 328, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

Two or Three Channel 110 Volt AC Remote Amplifier—0-250 ohm source ohm source, 600 ohm load impedance, two microphones, two microphone stands, one pair high impedance headphones. WCED, DuBois, Pa.

For Sale

175 Ft. Truscon Self Supporting Tower—With all lighting equipment, nsulators, leveling plates, etc. Excellent shape. Immediate shipment. WHKY, Hickory, North Carolina.

One Practically New RCA 66-A Modulation Monitor—Price fob N. Y. $225.00. Box 332, BROADCASTING.

CAPITOL HILL NET HOOKUP PROPOSED

AS A RESULT of an open letter to Raymond Clapper, Mutual commentator and Scripps-Howard columnist, inserted in the *Congressional Record* last month by Rep. Hebert (D-La.), Gov. James A. Noe of Louisiana, president of WNOE, New Orleans, has proposed a four-network hookup for an hour's program from Capitol Hill each week.

In a letter to the four major networks, a copy of which Rep. Hebert inserted in the *Congressional Record*, Gov. Noe suggests that the networks clear an hour each week in which Congressmen could discuss vital issues. Gov. Noe's plan, as outlined in a letter to Rep. Hebert, would involve both Democrats and Republicans of both Houses, speakers to be chosen by the two parties.

Rep. Hebert's open letter to Mr. Clapper was in reply to an article in the January issue of *Cosmopolitan*.

News Review Booklet

COMPILED from news programs Dec. 7, 1941, through Dec. 31, 1942, WHAS, Louisville, has published a 76-page booklet, *News Review of 1942* (25c), edited by William Ladd. Booklet has been offered to other Clear Channel Broadcasting System outlets, and is already being distributed by WSM, Nashville.

Jere' O'Connor

JERE' O'CONNOR, 48, for 17 years account executive of KFWB, Hollywood, died at his home in that city, on Feb. 13 following an illness of several months. Surviving is his wife, Mrs. Pete O'Connor.

WANTED

Young aggressive woman publicity writer for metropolitan Eastern City. State all qualifications, including large city experience, contact ability and salary requirement. Photo and clips desirable.

BOX 335, BROADCASTING

DO YOU WANT $ $ $

Profits, Prestige and Successful Operation

Here's the answer:

1. Manager
2. Commercial Mgr.

A winning combination where the going is toughest. Our joint experience (12 years each) covers entire field of radio.

Will go anywhere for interview

Address

Box 338, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Fly Confers With Networks On Relief for Small Stations

Plan Involves Extension of Chains to Locals, 'Package' Advertising and Line Rate Cuts

FORMULATION of some sort of plan for relief of smaller stations, to be derived from a combination of the Long Lines rate reductions, addition of smaller stations to national networks, and "package" advertising campaigns by national advertisers, is being pursued by FCC Chairman James Lawrence Fly, but with the result uncertain.

Mr. Fly has been in conference with network officials intermittently during the past two weeks and, among other things, has discussed possible expansion of the networks to cover smaller stations in the more remote areas. He has also discussed, it is understood, current legislative and investigatory activity on the Washington front, as well as the chain-monopoly regulations now awaiting decision of the Supreme Court after argument on Feb. 10-11.

50% Cut to Locals

There have also been discussions with representatives of larger advertisers through the Advertising Council, in an effort to procure wider national use of smaller outlets, particularly if some of them are absorbed by the networks. One of the big difficulties, however, has been that national advertisers are not disposed to buy duplicate coverage and work on a definite "cost-per-inquiry" basis. Moreover, it was pointed out that many of them do not even take advantage of bonus stations on the networks, because of distribution and market factors.

The AT&T long lines reductions, amounting to approximately $2,145,000, announced last month, [BROADCASTING, Jan. 25] would reduce higher costs of smaller stations by some 50%, it has been estimated. Mr. Fly feels that the networks should use portions of the saving to extend service to the less profitable station operations.

Manpower, however, has loomed as perhaps a larger problem than economic return for many smaller stations. Inability to retain technical and program personnel because of Selective Service and weaning away of key people by other station operations has proved a serious problem, many of the smaller stations have reported.

At his news conference last Monday, Chairman Fly was pessimistic about the war outlook and its effect on radio. As for smaller stations, however, he said that as newspapers curtail and billboards and other media suffer, local radio offers a more interesting and valuable medium. It will be "pay dirt," he said, because no other media will have such means of mass communication.

Discussing the 1942 situation, Mr. Fly said that because many stations had failed to file information requested by the FCC, it may be necessary to await the annual reports of stations to get a complete picture of last year's operation. Data now available appears to be as anticipated, he said. He expressed fear that 1943 and 1944 will be worse "for obvious reasons".

About a half-dozen stations have voluntarily suspended since last fall, he said, and others are making inquiries. (FCC records reveal that these stations are KID, Idaho Falls, Ida.; WBRB, Red Bank, N. J.; KAST, Astoria, Ore.; KXKX, Kansas City, Mo.; KIDW, Lamar, Colo., and WJWC, Hammond-Chicago.)

Mr. Fly asserted that other stations are making inquiries about suspension, but he said the condition is not "startling." The FCC has not yet decided as a matter of policy whether stations which suspend operations because of declining war conditions will be permitted to return to the air after the war without prejudice. Attorneys apparently take the position that the requirements of the Radio Act could not be fulfilled thereby, since a showing of public interest is required.

Discussing other proposals for relief of stations in distress, Mr. Fly said that the original idea for RFC loans has been discarded since the Government would be placed in the position of acquiring control of stations, and moreover it would be saddled with fixed liabilities. Purchase by the Government of time has been eliminated "for practical reasons" and also because of the Government control aspect. He emphasized that stimulation of private advertising through various means remains the best solution.

REPLY FROM AFAR

Hollywood, New York Figure In 'Information Please'

H. J. HEINZ Co., Pittsburgh, is experimenting with the idea of having a guest expert in another city besides New York join the NBC *Information Please* quiz by "remote control".

On the Feb. 22 program, Gregory Ratoff, in Hollywood with his own audience and a small bell to signal when he knows an answer, was to join the regular experts, John Kieran and Franklin P. Adams, and Christopher Morley, the other guest. A two-way telephone line was to be employed.

If the idea proves successful, Dan Golenpaul, owner and producer of the program, may have film stars speaking from Hollywood as a regular feature.

AFRA Files Demands

AMERICAN Federation of Radio Artists, which has been preparing special forms for its recently revised sustaining contracts, finished work on them last week and submitted them to the War Labor Board, it was reported. Notices of AFRA's demands for increases in commercial scale minimums for network and transcription programs were also drafted last week and mailed out Feb. 18 to transcription companies, networks, advertisers and advertising agencies, and others signing the union's commercial code. The increase demanded is 19 instead of 19.7, as reported in BROADCASTING Feb. 15, the figure corresponding to the point rise in the cost-of-living from Dec. 15, 1940 to Dec. 15, 1942.

WWNY Joins CBS

WWNY, Watertown, N. Y., about March 1 will become a CBS affiliate. Owned and operated by the *Watertown Daily Times*, WWNY operates on 790 kc., 1,000 watts. Established in April, 1941 on a parttime basis, the station has been a fulltime outlet since October, 1942.

Drawn for BROADCASTING by Sid Hix

"It's Mr. Edwards' Consequences. She Missed Her Question and He Told Listeners to Send Her Their Old Christmas Cards!"

H. Elmer Westmorel... Named WLOL Mana...

H. ELMER WESTMORELA... sales manager of WLOL, M... apolis-St. Paul, has been pro... to general manager, and el... a vice-president of Indepe... Merchants Broadcasting Co. Westmoreland, formerly publ... of the *Golfer-Sportsman* maga...

Mr. McTigue

Mr. Westmor...

and member of the national ... vertising department of the M... *neapolis Journal*, has been ... WLOL since March, 1932.

Immediately after his promo... Mr. Westmoreland announced ... appointment of Harry McTigu... assistant general manager ... charge of WLOL programs ... and production. Mr. McTigu... widely known as the "colonel" ... General Mills baseball reporter.

Baukhage Sponsors

AS BAUKHAGE completed ... first year of *Baukhage Talking* ... 1:15 news show, BLUE repo... last week that the program wi... began on a sustaining basis, ... had more than 60 local spons... Baukhage's 6:20 p.m. commen... on WMAL, Washington, is ... sponsored three days each ... Vicks, and McKesson Robbins ... Calox tooth powder.

WOOD Unlimited

WOOD, Grand Rapids, Mich., ... been granted permission by ... FCC to change hours of opera... from sharing time with WA... Grand Rapids, also owned by K... Trendle Broadcasting Corp., to ... time, with facilities of WA... WOOD is an NBC and Michi... network affiliate and operates ... 1300 kc. with 5,000 w. Manage... Stanley W. Barnett.

MBS TO CONSIDE... PROGRAM POLICI...

FIRST in the series of MBS ... gram clinics scheduled to meet ... key cities will be held Feb. 22 ... 25 at the hotel Ambassador, ... York, with Miller McClintock, p... ident of MBS, opening the sess... The series was announced by ... McClintock at a MBS dinner ... 10 as a means of launching ... tual's plan to increase and impr... its service to member stations, ... teners and advertisers.

Special emphasis on progr... ming that will aid the war e... will highlight the clinic, which ... be presided over by Adolph Op... ger, MBS program manager. In ... dition to MBS executives from ... key stations, Eugene Carr will ... present to represent the Office ... Censorship, while Merritt Bar... and Jack Van Nostrand will re... sent the OWI.

XUM

28,000 DEALER CALLS THIS YEAR

To lend war-time aid to your retailers and wholesalers in 12 major cities

WLW's carefully developed plan of merchandising covers every phase of distribution from manufacturers' representative through consumer. Dealer contacts are made more effective through BUY-WAY, our radio merchandising newspaper with a circulation of over 50,000 twice a month; comprehensive direct mail coverage totaling more than 360,000 pieces a year; widespread trade association and Trade Extension activities. This merchandising program costs advertisers nothing, now is dedicated to helping your retailers and wholesalers solve their perplexing war-time merchandising problems.

LISTENER DOMINANCE. In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. The services of SPECIALTY SALES can be bought on an extremely flexible basis at a very nominal cost.

● **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

WHAT'S UNDER THE "COVERAGE"?

● Radio "coverage" is the camouflage under which a station's weakness can easily be concealed. But strength, too, is to be found under radio "coverage."

WKY, on 930 kilocycles, has more "coverage" in Oklahoma than any of Oklahoma City's three other stations. But this alone would be meaningless without the fact that from two to three-and-a-half times more persons actually listen to WKY morning, afternoon, and evening, according to C. E. Hooper, than to any one of the three.

Under WKY's "coverage" is real selling strength and that's what makes WKY, today and in the days to come, decisively the best buy to keep your name and your sales alive in Oklahoma.

WKY
OKLAHOMA CITY

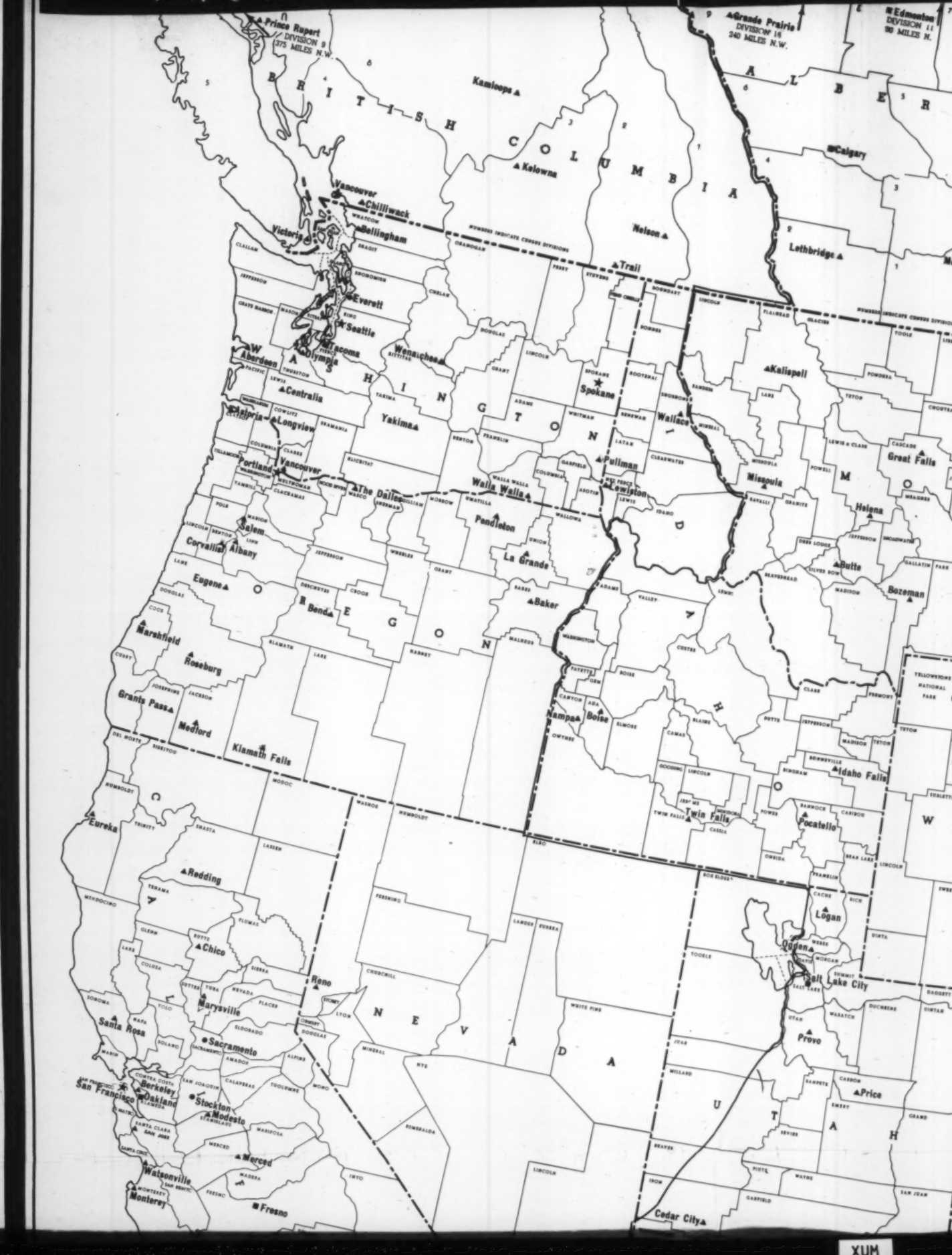
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

XUM

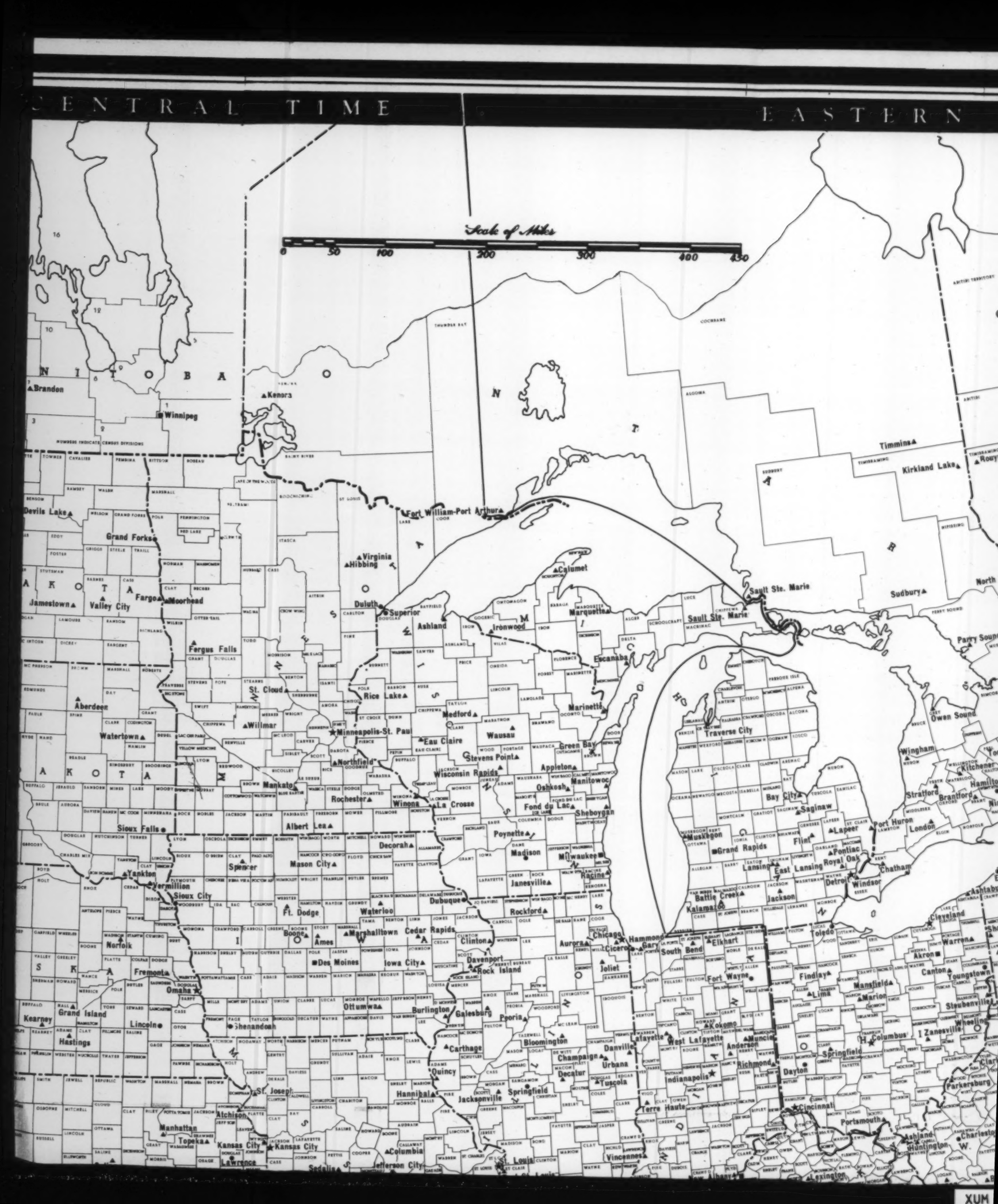
Standard Radio Broadcast Stations

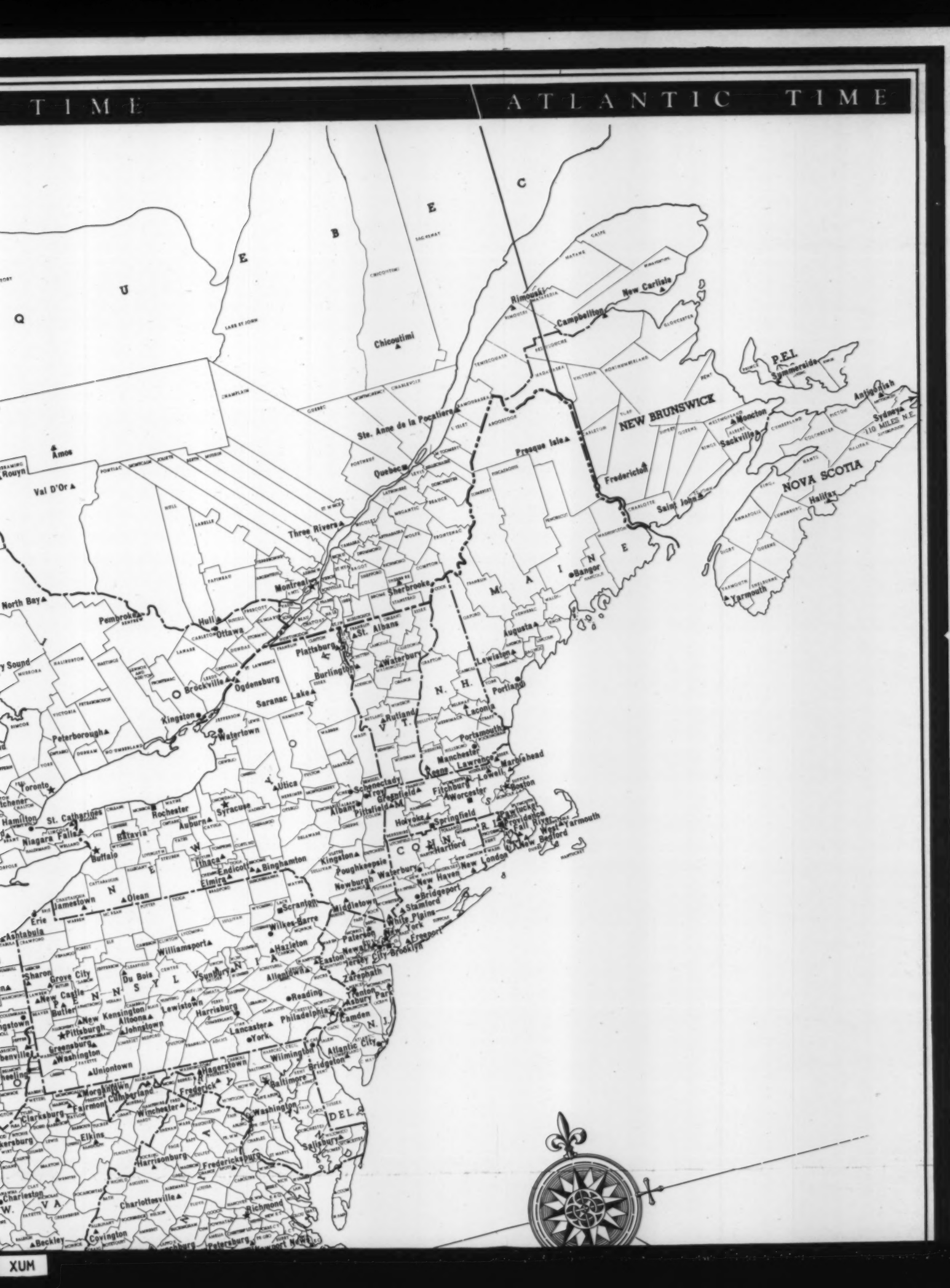
United States and Canada

XUM


PACIFIC TIME
MOU
Prince Rupert
DIVISION 9
375 MILES N.W.
Grande Prairie
DIVISION 16
240 MILES N.W.
Edmonton
DIVISION 11
90 MILES N.
BRITISH COLUMBIA
ALBER
Kamloops
Kelowna
Nelson
Calgary
Lethbridge
Vancouver
Chilliwack
Victoria
Bellingham
Trail
Everett
Seattle
Tacoma
Olympia
Wenatchee
Aberdeen
Centralia
Kalispell
Spokane
WASHINGTON
Wallace
Kelso
Longview
Yakima
Pullman
Great Falls
Portland
Vancouver
The Dalles
Walla Walla
Lewiston
Missoula
Helena
Salem
Pendleton
Corvallis
Albany
La Grande
Butte
Eugene
OREGON
Baker
Bozeman
Bend
Marshfield
Roseburg
Grants Pass
Medford
Klamath Falls
Nampa
Boise
Idaho Falls
Twin Falls
Pocatello
Eureka
Redding
Logan
Ogden
Chico
Reno
Salt Lake City
Marysville
NEVADA
Santa Rosa
Sacramento
Provo
Berkeley
San Francisco
Oakland
Stockton
Modesto
Price
Merced
Watsonville
Monterey
Fresno
UTAH
Cedar City
XUM

UNTAIN TIME
CENTRAL TIME
Flin Flon
115 MILES N.
Prince Albert
Saskatoon
Watrous
Yorkton
SASKATCHEWAN
Medicine Hat
Moose Jaw
Regina
MANITOBA
Brandon
Winnipeg
Kenora
Minot
Devils Lake
Sidney
Grand Forks
NORTH DAKOTA
Mandan
Bismarck
Jamestown
Valley City
Fargo
Moorhead
Virginia
Hibbing
Duluth
Miles City
Billings
Fergus Falls
St. Cloud
Rice
Aberdeen
Willmar
Minneapolis
Watertown
Northfield
Powell
Sheridana
Pierre
SOUTH DAKOTA
Rapid City
Mankato
Rochester
Albert Lea
Sioux Falls
Mason City
Spencer
Yankton
Vermillion
Sioux City
Ft. Dodge
Ames
Des Moines
Casper
WYOMING
Rock Springs
Scottsbluff
Norfolk
Fremont
Omaha
Cheyenne
NEBRASKA
North Platte
Grand Island
Kearney
Lincoln
Hastings
Greeley
Sterling
Denver
St. Joseph
Atchison
Grand Junction
COLORADO
Manhattan
Topeka
Kansas City
Colorado Springs
Salina
Lawrence


CENTRAL TIME
EASTERN
Scale of Miles
0 50 100 200 300 400 430
Brandon
Winnipeg
Kenora
Fort William-Port Arthur
Timmins
Kirkland Lake
Devils Lake
Grand Forks
Virginia
Hibbing
Calumet
Sault Ste. Marie
Sudbury
Jamestown
Valley City
Fargo
Moorhead
Duluth
Superior
Ashland
Ironwood
Marquette
Escanaba
Fergus Falls
St. Cloud
Rice Lake
Medford
Marinette
Aberdeen
Willmar
Minneapolis-St. Paul
Eau Claire
Wausau
Green Bay
Traverse City
Owen Sound
Watertown
Northfield
Stevens Point
Appleton
Manitowoc
Wisconsin Rapids
Oshkosh
Mankato
Rochester
Winona
La Crosse
Fond du Lac
Sheboygan
Bay City
Saginaw
Stratford
Brantford
Sioux Falls
Albert Lea
Poynette
Madison
Milwaukee
Racine
Grand Rapids
Flint
Lapeer
Port Huron
London
Muskegon
Pontiac
Royal Oak
Lansing
East Lansing
Detroit
Windsor
Chatham
Spencer
Mason City
Decorah
Yankton
Vermillion
Sioux City
Janesville
Battle Creek
Kalamazoo
Jackson
Ft. Dodge
Waterloo
Dubuque
Rockford
Boone
Marshalltown
Cedar Rapids
Clinton
Aurora
Chicago
Cicero
Hammond
Gary
Elkhart
South Bend
Toledo
Norfolk
Ames
Des Moines
Iowa City
Davenport
Rock Island
Joliet
Fort Wayne
Findlay
Akron
Canton
Youngstown
Fremont
Omaha
Ottumwa
Burlington
Galesburg
Peoria
Lima
Mansfield
Marion
Steubenville
Grand Island
Kearney
Lincoln
Shenandoah
Carthage
Bloomington
Lafayette
West Lafayette
Anderson
Muncie
Columbus
Hastings
Quincy
Champaign
Danville
Urbana
Decatur
Tuscola
Indianapolis
Springfield
Dayton
Zanesville
St. Joseph
Hannibal
Jacksonville
Terre Haute
Cincinnati
Parkersburg
Manhattan
Topeka
Atchison
Kansas City
Columbia
Lawrence
Jefferson City
St. Louis
Vincennes
Portsmouth
Ashland
Huntington
Charleston
Lexington


TIME
ATLANTIC TIME
Chicoutimi
Rimouski
New Carlisle
Campbellton
P.E.I.
Summerside
Antigonish
Sydney
110 MILES N.E.
NEW BRUNSWICK
Moncton
Sackville
Amos
Val D'Or
Ste. Anne de la Pocatiere
Quebec
Presque Isle
Fredericton
Saint John
NOVA SCOTIA
Halifax
Yarmouth
Three Rivers
Montreal
Sherbrooke
Bangor
North Bay
Pembroke
Hull
Ottawa
St. Albans
Plattsburg
Burlington
Waterbury
Lewiston
Augusta
Brockville
Ogdensburg
Saranac Lake
Rutland
Portland
Kingston
Peterborough
Watertown
Concord
Manchester
Toronto
Utica
Schenectady
Troy
Greenfield
Fitchburg
Lowell
Marblehead
Boston
Hamilton
St. Catharines
Rochester
Syracuse
Albany
Pittsfield
Worcester
Niagara Falls
Batavia
Auburn
Holyoke
Springfield
Providence
Fall River
West Yarmouth
New Bedford
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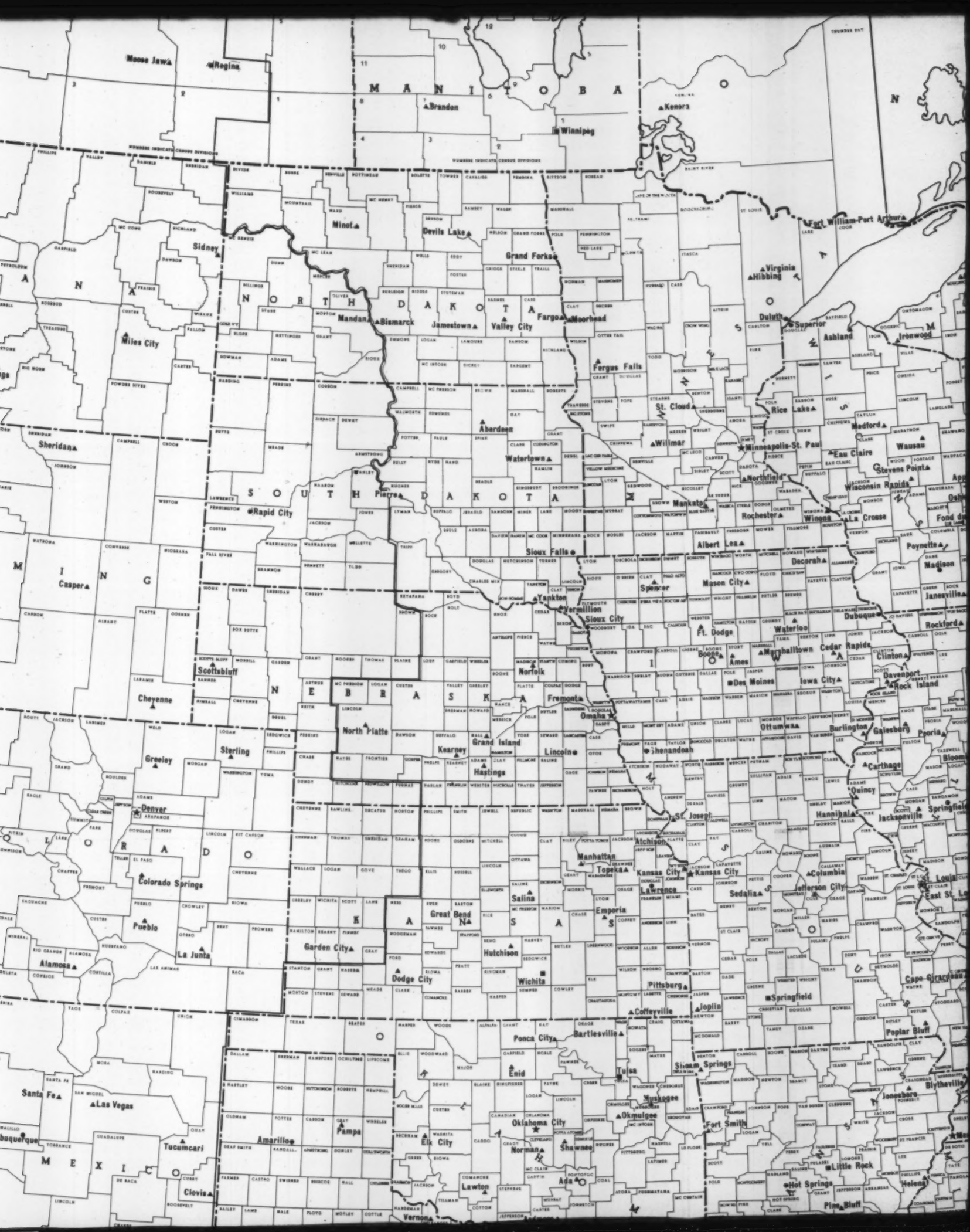
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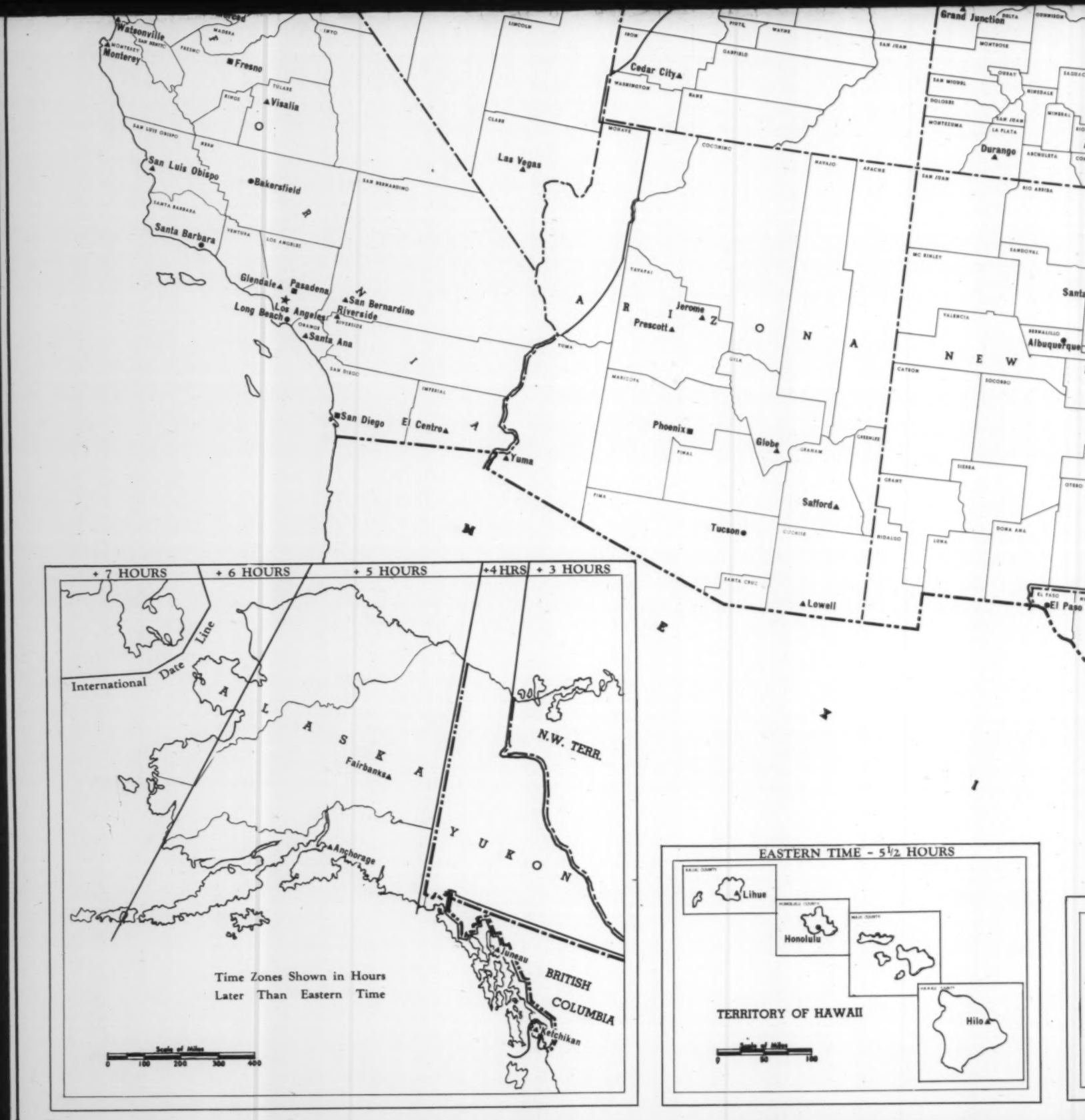

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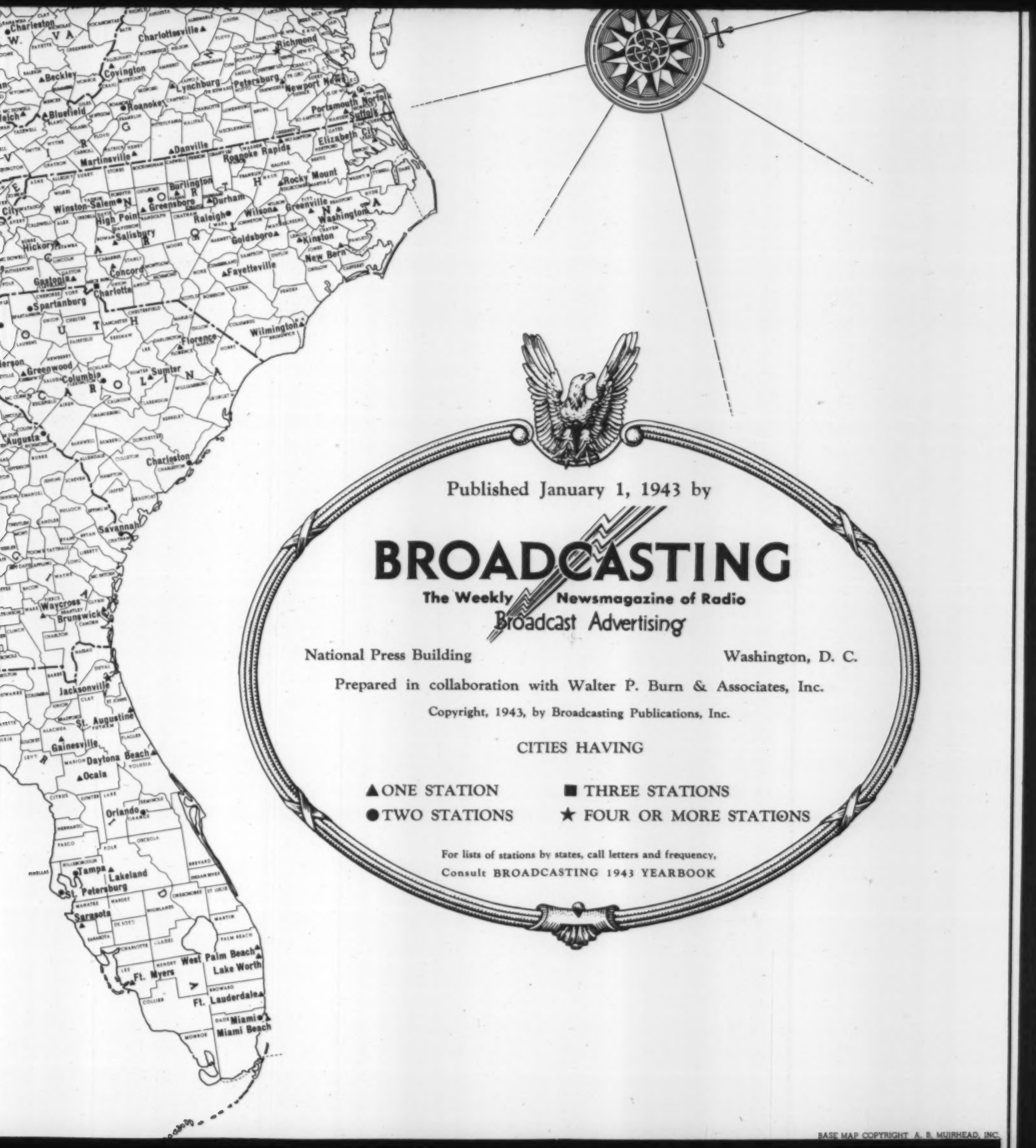

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The Weekly Newsmagazine of Radio Broadcast Advertising

National Press Building — Washington, D. C.

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CITIES HAVING

▲ ONE STATION ■ THREE STATIONS

● TWO STATIONS ★ FOUR OR MORE STATIONS

For lists of stations by states, call letters and frequency,
Consult BROADCASTING 1943 YEARBOOK

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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

1943 YEAR BOOK

WARTIME NUMBER

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...BY DEPT:

90% PERSPIRATION
10% INSPIRATION
100% SUCCESS *in Time-Buying*

...RARY
...6 1943
...GUIT

...CAL research is absolutely essential ...-buying. But it's not the whole story.

...ne-buyer knows, *human elements* are ...cisive factors in wise station-selection. ...r all, the productivity of any station ...t only upon how many people of ...s *live* within its listening areas, but ...ow much they listen, and with what

...element that cannot be captured in

...kP we maintain for you the most ...sible statistical data on radio markets and radio stations. *But we know the intangibles, too.* We know which stations are the *productive* stations in their markets, and the reasons why. We maintain five offices, a staff of sixteen good men, and travel thousands of miles every month, to keep this picture accurate and up-to-date.

Tell us the job you're trying to do with radio, and we believe you'll find that we can contribute to the success of your program. And that's not merely a long approach to the task of selling you. It's the way we've earned the right to prosper in the industry—the way we're continuing to build both our present and our future, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WJWC	CHICAGO-HAMMOND
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
...PACIFIC COAST...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6373 | NEW YORK: 247 Park Ave., Plaza 5-4131 | SAN FRANCISCO: 111 Sutter, Sutter 4353 | HOLLYWOOD: 1512 N. Gordon, Gladstone 3949 | ATLANTA: 522 Palmer Bldg., Main 5667

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THE WORLD'S

BEST COVERAGE

OF THE WORLD'S

BIGGEST NEWS

UNITED PRESS

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THERE'S A Leader IN EVERY COMMUNITY

HE is either the initiator or chief endorser of every worthwhile project for local betterment. When people want something done, they give the job to a busy man, and he is the man. Then he in turn sells the project back to the people. It's essentially a selling job, and he puts the same intelligence and drive into the job that he gives to his own business. When he speaks he is listened to with respect because he is always associated with successful undertakings.

There are Yankee Network stations in 21 New England cities.

Each of these stations is like a leading citizen. It is called on to participate in every civic enterprise. When patriotic committees wish to get a message to the people quickly and forcefully, they turn to the local Yankee station.

Each station is thus closely identified with the civic life of the community.

Its part is essentially a selling job. And whether it is participating in a patriotic or local business promotion, it has earned the goodwill and respect of the community. It has the loyal listenership of that community, and this acceptance is a vital part of its sales influence in purely commercial broadcasts.

When you are making up your advertising schedule for this market, consider the long established acceptance of these 21 stations, that give you a sales grasp of all New England.

ACCEPTANCE is The YANKEE NETWORK'S FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

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LOYALTY

With the same principles of service and policies as WLS Chicago, KOY and the Arizona Network (KTUC Tucson, KSUN Bisbee-Lowell) are doing a similar fine job in southern Arizona, in the wealthy agricultural and industrial counties of Arizona — the counties where 90% of the state's retail dollars are spent!

KOY, key station of the Arizona Network, received 200,000 letters in 1942. Nothing quite proves listening like letters from the audience. Then you *know* they listen — and respond. The Arizona Network has that kind of audience — responsive and *loyal.* Of course, it should; it's been "brought up" by the WLS folks, who have quite a record for building a loyal and responsive audience. And KOY and the Arizona Network also get the same kind of results! For proof of results, ask the John Blair man.

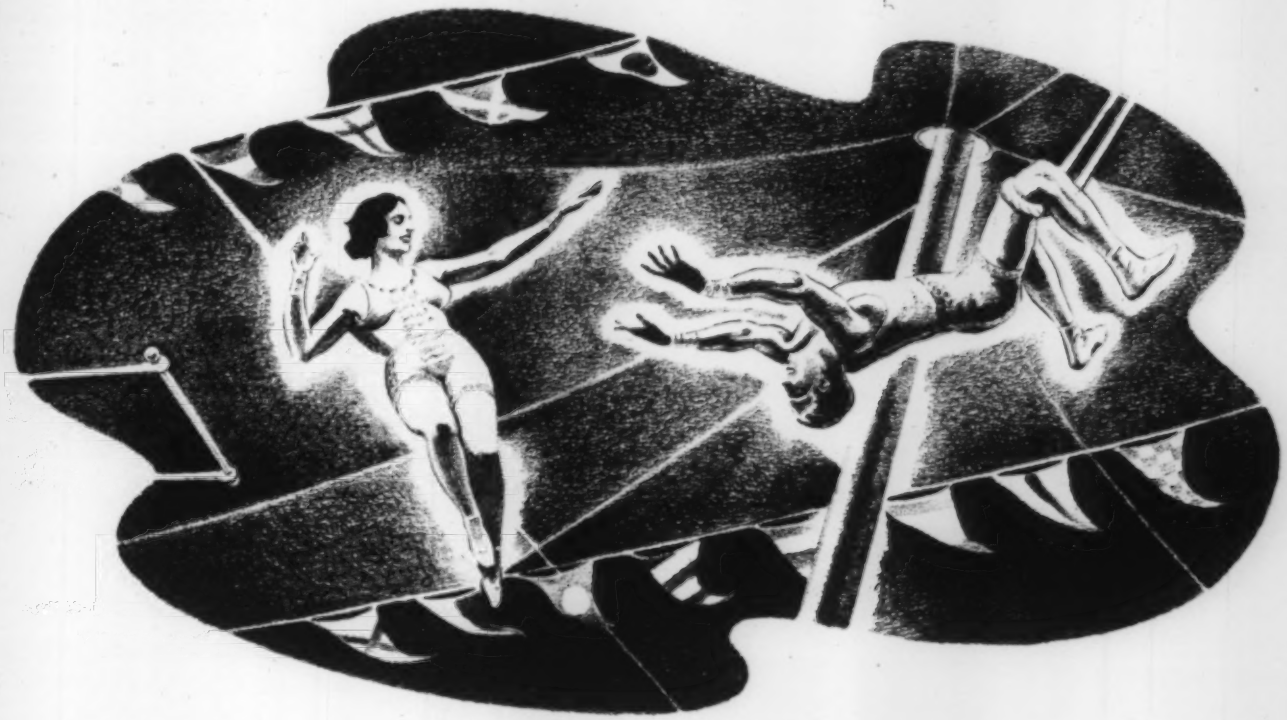
The Arizona Network

KSUN
Bisbee-Lowell
1230 Kilocycles
250 Watts

KOY PHOENIX
550
KILOCYCLES

KTUC
TUCSON
1400 Kilocycles
250 Watts

MANAGEMENT AFFILIATED WITH **WLS**, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY



CONFIDENCE

The aerialist lets go her flying trapeze — swings into space — completely confident that her partner will swing into position at the right moment.

The story of WLS and its listeners is comparable. WLS is a friendly station in which our listeners have complete confidence. Helpful service to listeners and their organizations is the backbone of our activities. For nineteen years, WLS has worked closely with the homes and farms of Midwest America. Well-balanced programs, practical and authoritative information, news, culture, spiritual guidance, and homespun entertainment. Commercial messages are carefully censored. Our deepest concern is maintaining listener confidence. And that confidence naturally extends to any product associated with our name.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

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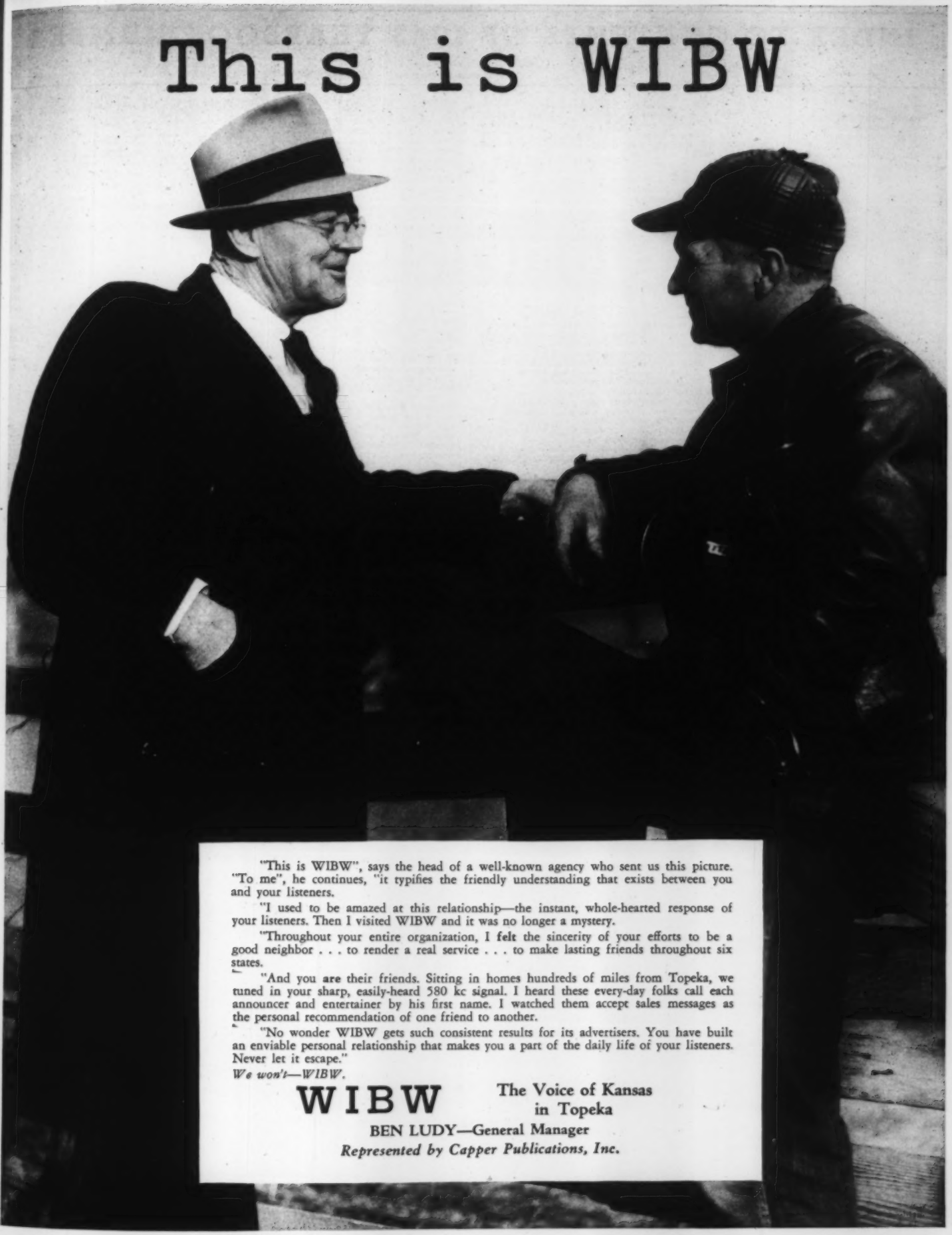
This is WIBW



"This is WIBW", says the head of a well-known agency who sent us this picture. "To me", he continues, "it typifies the friendly understanding that exists between you and your listeners.

"I used to be amazed at this relationship—the instant, whole-hearted response of your listeners. Then I visited WIBW and it was no longer a mystery.

"Throughout your entire organization, I **felt** the sincerity of your efforts to be a good neighbor . . . to render a real service . . . to make lasting friends throughout six states.

"And you **are** their friends. Sitting in homes hundreds of miles from Topeka, we tuned in your sharp, easily-heard 580 kc signal. I heard these every-day folks call each announcer and entertainer by his first name. I watched them accept sales messages as the personal recommendation of one friend to another.

"No wonder WIBW gets such consistent results for its advertisers. You have built an enviable personal relationship that makes you a part of the daily life of your listeners. Never let it escape."

We won't—WIBW.

WIBW The Voice of Kansas in Topeka

BEN LUDY—General Manager

Represented by Capper Publications, Inc.

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WE MAKE NO RIDICULOUS CLAIMS!

there's no "parrotting" at WINX . . . . we're not just "squawking" . . . . we can prove that :-

WINX . . .
broadcasts more NEWS,

WINX . . .
plays more MUSIC,

WINX . . .
has more *local* ADVERTISERS,

WINX . . .
has a *larger* sports AUDIENCE,

WINX . . .
is a *better* BUYdollar for dollar than any other station in Washington.

BE WISE, follow the advertising of the *local* merchant and you'll find the *market* on WINX, "the *FIRST* station with *plus* coverage in Washington."

"Washington's Own Station"

WINX
WASHINGTON, D.C.
★ 1340 KC ★

Representative:- *THE WALKER COMPANY*

XUM

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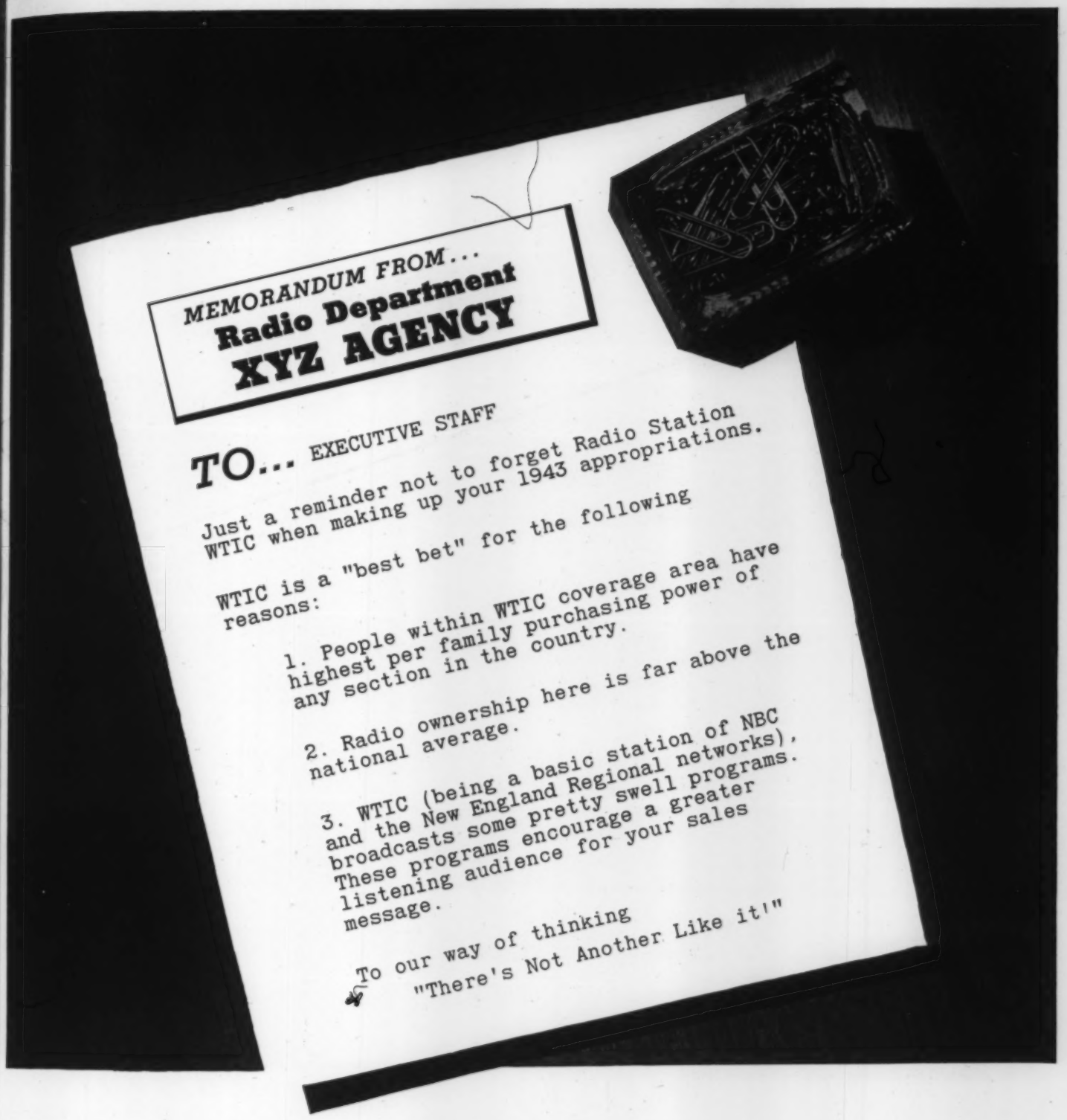
KSD

IN ST. LOUIS

A DISTINGUISHED BROADCASTING STATION

Exclusive NBC BASIC NETWORK

KSD Has a Greater Daytime Population Coverage Area Than Any Other St. Louis Station


MEMORANDUM FROM...
Radio Department
XYZ AGENCY
TO... EXECUTIVE STAFF
Just a reminder not to forget Radio Station WTIC when making up your 1943 appropriations.
WTIC is a "best bet" for the following reasons:
1. People within WTIC coverage area have highest per family purchasing power of any section in the country.
2. Radio ownership here is far above the national average.
3. WTIC (being a basic station of NBC and the New England Regional networks), broadcasts some pretty swell programs. These programs encourage a greater listening audience for your sales message.
To our way of thinking
"There's Not Another Like it!"

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

XUM

What do THEY think of FM?

This new antenna by G. E., with circular bays, eliminates the usual complex, costly structure, yet radiates energy uniformly. It is an example of General Electric engineering leadership in FM equipment.

G.E. WENT TO THEM AND FOUND OUT!

Among owners of frequency-modulation receivers, a large majority like the quality of FM reception. For example, 85 per cent say it is better than regular broadcast reception, and 91 per cent would recommend it to their friends!

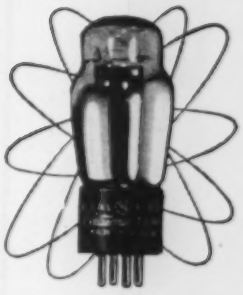
These are facts and figures taken directly from a survey made for General Electric in 14 cities by an independent research organization. Among owners of General Electric FM receivers, the approval registered was even greater.

XUM

The research organization went directly to private homes for its findings. It sought and obtained answers from both FM and non-FM owners of high, medium, and low cost sets. The answers took on a pattern of telling significance.

Seventy-eight per cent of the non-FM owners rated virtual freedom from static and better tone quality as the outstanding FM advantages. Eighty per cent of FM owners emphasized these same advantages also.

Today G. E. is building FM transmitting and receiving equipment for war purposes only, with the same precision and skill that characterize all of its electronic devices. When peace comes, General Electric FM equipment will be more than ever the best that money can buy! . . . For detailed information on the FM survey, write for booklet, entitled "What the Consumer Thinks of FM," to Radio, Television, and Electronics Department, General Electric, Schenectady, N. Y.



FM Receivers • FM Broadcast Apparatus • FM Broadcasting • FM Police Radio • FM Military Radio

NO OTHER MANUFACTURER OFFERS SO MUCH FM EXPERIENCE

GENERAL ELECTRIC

FM

180-A2-6918

XUM

SONOVOX makes *sounds talk* — in words!

It has already put the "voices" of foghorns, locomotives, auto horns, airplanes *into words* for prominent radio advertisers—

— has *proven* its ability greatly to increase the effectiveness of radio for soap, railroads, automobiles, shoes, headache remedies, etc., etc. —

—and when used to increase the effectiveness of chain-breaks and one-minute announcements, Sonovox plugs have pulled literally thousands of *fan letters!*

Once heard, Talking and Singing Sound by Sonovox is never forgotten. Sonovox Slogans become *radio trade-marks,* as exclusive and as easily recognized as any *printed* trade-mark.

We can help you to devise dynamic Sonovox applications that will multiply the value of radio for *your* clients. You tell us your merchandising picture. We'll put it into *sounds and words that sell.* Drop us a line—today!

Janet Eberhart, Staff Articulator, demonstrating Sonovox

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: 180 N. Michigan Franklin 6875 — NEW YORK: 247 Park Ave. Plaza 5-4151 — SAN FRANCISCO: 111 Sutter Sutter 8555 — HOLLYWOOD: 1512 N. Gordon Gladstone 5949 — ATLANTA: 322 Palmer Bldg. Main 5667

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and
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Broadcast Advertising in 1942

IN SPITE of the uncertainties introduced into the advertising field by reason of wartime conditions, broadcast advertising volume continued to increase during 1942 and reached a new high of $191,000,000 net time sales according to estimates based upon preliminary information available at this time.[1] Since net time sales represent gross billings less frequency and promotional discounts, they are the gross receipts of the industry from the sale of time. It should be noted that net time sales, as used herein, are receipts before the deduction of agency commissions, agency commissions being considered to be an expense of sales.

Since in recent years net time sales have accounted for approximately 92% of the medium's revenues, it is quite probable that the total receipts of the radio industry from operations in 1942 were in the neighborhood of $199,000,000, although receipts from the sale of talent and miscellaneous income are extremely difficult to estimate. These receipts do not include *direct* expenditures for programs and talent—as contrasted to expenditures for time—made by advertisers. Since these probably run in the neighborhood of $40,000,000 to $45,000,000 annually, the total expenditures for American radio program service in 1942 probably were between $230,000,000 and $235,000,000.

Net time sales for various portions of the radio advertising medium were divided as shown in Table I.

Radio advertising volume increased 6.1% over the 1941 level during the year just closed. This was slightly less than half the rate of increase during 1941 over the preceding year.

Radio was the only medium to come through the first year of the war comparatively unscathed with regard to its economic position, all other media having experienced losses during the year. Newspaper advertising lineage decreased slightly more than 5% as compared to 1941, the heaviest declines taking place in automotive advertising which was cut by more than half. General advertising as a whole, however, gained approximately 1%. Monthly magazine volume dropped 10% as compared to 1941, advertising in women's magazines decreased approximately 5%, while advertising in weekly magazines fell off about 1.5%. Outdoor advertising decreased in the neighborhood of 18%.

[1] Net time sales estimates have been based primarily upon data for representative stations, together with information secured from certain networks.

Table I
RADIO NET TIME SALES 1941-1942

Class of Business	*1941*[1]	*% Total*	*1942 (Estimated)*	*% Total*
National network	$ 79,621,534	44.3%	$ 86,500,000	45.3%
Regional network	2,752,073	1.5%	3,000,000	1.6%
National & regional non-network	45,681,959	25.4%	49,500,000	25.9%
Local	51,697,651	28.8%	52,000,000	27.2%
Total net time sales	$179,753,217	100.0%	$191,000,000	100.0%

[1] Source of 1941 statistics: FCC reports.

Trends Within Medium

With the exception of weakness in the local sponsor field, gains on the part of various portions of the radio advertising medium were about equal. Net time sales of national networks rose approximately 8.5% above the 1941 level, while regional network advertising increased in the neighborhood of 9.0%. For the first time in several years the gain in national and regional non-network advertising was less than that in the national network field. Net time sales to national and regional non-network advertisers in 1942 were 8.1% above the 1941 level, as compared to an increase of 22.9% in 1941 as compared to the preceding year.

Local advertising in 1942 remained at approximately the 1941 level, rising no more than 0.5%. The weak showing in the local field undoubtedly has been due to dislocations of retail trade and of the service industries, as well as to the problems confronting smaller distributors, all of which constitute important segments of local radio advertising volume.

By Class of Station

While limitations of sample do not permit detailed analysis of the trend as to radio advertising volume by class of station, nevertheless a number of trends seem to be reasonably clear. The majority of stations which are situated in primary and secondary markets of any importance seem to have continued to experience gains in net time sales volume. On the other hand, losses quite probably have been experienced by a large number of limited, day and part-time stations of the regional and local classes, as well as by unlimited time local stations situated in uneconomic markets. These marginal stations lead a continuously precarious existence and naturally are the first to suffer when advertising volume either begins to grow more slowly or to show an actual decline.

National non-network advertising seems to have grown relatively more rapidly over local unlimited time stations than over any other class during the past year, increasing between 10% and 15% as against 1941. Advertising by this type of sponsor seems to have increased between 7% and 10% over clear channel and regional unlimited time stations. Fairly heavy declines in national and regional non-network business probably have occurred in the case of many limited time, part-time and daytime regional and local stations.

Local advertising volume seems to have increased to a somewhat greater degree over clear-channel stations than over stations of any

Official Count of U. S. Broadcasting Stations
(From records of FCC)

Jan. 1, 1922	30
March 1, 1923	556
Oct. 1, 1924	530
June 30, 1925	571
June 30, 1926	528
*Feb. 23, 1927	733
July 1, 1928	677
Nov. 9, 1929	618
July 1, 1930	612
July 1, 1931	612
Jan. 1, 1932	608
Jan. 1, 1933	610
†Jan. 1, 1934	591
Jan. 1, 1935	605
Jan. 1, 1936	632
Jan. 1, 1937	685
Jan. 1, 1938	721
Jan. 1, 1939	764
Jan. 1, 1940	814
Jan. 1, 1941	882
Jan. 1, 1942	923
Jan. 15, 1943	916

** Federal Radio Commission takes over regulation from Dept. of Commerce.*

† Federal Communications Commission replaced Federal Radio Commission July 11, 1934.

RETAIL RADIO SALES IN THE UNITED STATES, 1922 - 1942

(Compiled for the 1943 BROADCASTING YEARBOOK by O. H Caldwell, Editor of "Radio Retailing Today")

	Total Sets Sold		Total Tubes Sold		Auto Sets Sold		Total Sales of Broadcast Receivers, Tubes, Batteries, Parts	Homes with Radio Sets	Auto Sets in Use	Total Radio Sets in U. S.
	Number	*Value*	*Number*	*Value*	*Number*	*Value*	*Value*	*Number*	*Number*	
1922	100,000	$5,000,000	1,000,000	$6,000,000	.....	.....	$60,000,000	60,000	.....	†[illegible]
1923	550,000	15,000,000	4,500,000	12,000,000	.....	.....	136,000,000	1,000,000	.....	†1,[illegible]
1924	1,500,000	100,000,000	12,000,000	36,000,000	.....	.....	358,000,000	2,500,000	.....	3,[illegible]
1925	2,000,000	165,000,000	20,000,000	48,000,000	.....	.....	430,000,000	3,500,000	.....	4,[illegible]
1926	1,750,000	200,000,000	30,000,000	58,000,000	.....	.....	506,000,000	5,000,000	.....	5,[illegible]
1927	1,350,000	168,000,000	41,200,000	67,300,000	.....	.....	425,600,000	6,500,000	.....	6,[illegible]
1928	3,281,000	400,000,000	50,200,000	110,250,000	.....	.....	690,550,000	7,500,000	.....	8,[illegible]
1929	4,428,000	600,000,000	69,000,000	172,500,000	.....	.....	842,548,000	9,000,000	.....	10,[illegible]
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	$3,000,000	496,432,000	12,048,762	.....	13,[illegible]
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	15,[illegible]
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	16,809,562	250,000	18,[illegible]
1933	3,806,000	230,099,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	20,402,369	500,000	22,[illegible]
1934	4,084,000	270,000,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	21,456,000	1,250,000	23,[illegible]
1935*	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	30,[illegible]
1936*	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	3,500,000	33,[illegible]
1937*	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	26,666,500	5,000,000	37,[illegible]
1938*	7,100,000	250,000,000	80,000,000	105,000,000	800,000	32,000,000	340,000,000	27,500,000	5,800,000	40,[illegible]
1939*	10,538,000	355,000,000	98,000,000	120,000,000	1,400,000	54,000,000	450,000,000	28,700,000	6,500,000	45,[illegible]
1940*	11,150,000	380,000,000	110,000,000	110,000,000	1,800,000	60,000,000	500,000,000	29,300,000	7,500,000	50,[illegible]
1941*	13,100,000	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	600,000,000	30,300,000	8,500,000	56,[illegible]
1942*	4,400,000	154,000,000	87,700,000	96,000,000	350,000	12,250,000	360,000,000	30,800,000	8,750,000	59,[illegible]

* Figures for sets include value of tubes in receivers. Totals include exports. In recent years, replacement tubes have run from 25% to 40% of total tube sales. All figures are at retail va[illegible]
† Includes home-built sets.

other class, although trends in this respect are not entirely clear at the present writing. Local sponsorship over unlimited time regional stations seems to have held its own, while there probably has been a slight decline in this type of business over local unlimited time stations. Declines probably again have been heavy in the case of limited and daytime stations.

Relative Importance

There has been little change in the relative importance of the various basic types of radio advertising. The proportion of total net time sales represented by national network advertising rose from 44.3% in 1941 to 45.3% in 1942. This is a usual concomitant of periods in which radio advertising growth slows up or declines, due to the greater stability of national network advertising sponsorship. The percentage of total net time sales represented by national and regional non-network advertising rose from 25.4% in 1941 to 25.9% in 1942, while that represented by local advertising declined from 28.8% to 27.2% over the same period.

Net Time Sales, 1937-1942

Net time sales over the last six years are set forth in Table II. On the basis of trends indicated in the table it would seem safe to assume that radio advertising volume in 1943 will be comparatively stable and that few important increases will occur during the year.

TABLE II
Total Radio Net Time Sales
(1937-1942)

Year	*Net time sales*	*% Change from Previous yr.*
1937	$117,903,973	—
1938	117,379,459	— 0.4%
1939	129,968,026	+10.7%
1940	155,686,247	+19.7%
1941	179,753,217	+13.3%
1942	191,000,000 (Estimated)	+ 6.1%

Estimated Gross Billings

Estimated gross billings for the radio industry were $254,800,000 for 1942. The nature of *gross billings* should clearly be kept in mind; for these billings are a fictitious figure of use *only* in making quick comparisons with the advertising volume of other media and for the purpose of establishing trends as to the use of radio by various classes of industry and trade. Due to the great variations in discount structures between media — and even within the radio field itself— it usually is impossible to secure adequate net time and space sales figures. Consequently *gross billings* represent the one-time rate of periodicals or radio stations and networks multiplied by the number of times the medium is used. Obviously, therefore, no advertising medium ever receives its gross billings as dollar receipts; and it is incorrect to use these figures as a final measure of advertising volume. However, they are the best figures which are available during years prior to the biennial Census reports for the printing and publishing industry.

TABLE III
Estimated Gross Billings
(1942)

Class of business	*Estimated gross billings*
National network	$118,200,000
Regional network	3,300,000
National & regional non-network	69,500,000
Local	63,800,000
Total gross billings	$254,800,000

National Network Advertising By Class of Business

Estimates of gross billings have been made even more difficult during the past two years by the fact that the National Broadcasting Company has discontinued issuing figures of this type. However, until the radio broadcasting industry revives some form of service which will make it possible for networks, stations, advertisers and agencies to determine the trend in the use of the radio medium by different classes of business, the following network estimates — inadequate as they are—will be the only guides available on this important phase of radio advertising. Estimated gross billings for national network advertising by type of sponsoring business for the year of 1942 are found in Table IV:

TABLE IV
Estimated National Network Gross Billings by Product Groups
(1942)

Product group	*Gross billings*	*% total*
Automotive	$ 4,770,000	4.0%
Clothing & dry goods	954,000	0.8%
Confectionery & soft drinks	5,538,000	4.7%
Drugs & toilet goods	32,395,000	27.5%
Financial & insurance	1,120,000	0.9%
Foods & food beverages	26,204,000	22.1%
House furnishings & equipment	1,589,000	1.3%
Jewelry & silverware	299,000	0.2%
Petroleum products & fuel	3,256,000	2.7%
Publications	1,410,000	1.2%
Radios, phonographs, etc.	908,000	0.7%
Soaps & household supplies	13,961,000	11.8%
Tobacco products	18,176,000	15.4%
Travel & hotels	102,000	0.1%
Political	61,000	0.1%
Miscellaneous	7,457,000	6.5%
Total gross billings	$118,200,000	100.0%

Probably the most interesting item with regard to Table IV is the great stability shown by the principal network sponsors during the year of 1942. Cigars, cigarettes and smoking tobacco, drugs and toilet goods, foods and food beverages, and soaps and household supplies account for slightly more than three-quarters of national network radio advertising. As far as can be determined, the advertising of the two most important of these groups—food and the drug and cosmetic group—remained comparatively unchanged. Network gross billings of the drug and cosmetic group seem to have risen about 2% over the 1941 level, while those of the food group increased between 1.5% and 2.0%. Soaps and household equipment advertising over national networks seems to have remained unchanged in volume during the past year. Of the four groups mentioned above, only tobacco showed any material increase in national network expenditure volume in this instance rising between 15% and 20%.

Automotive advertising over national networks increased about 15% during the year, probably mainly to the increased use of the medium for good will and institutional purposes.

Confectionery and soft drink advertising showed one of the most important gains of all product groups, rising approximately one-third above the 1941 level. Publications advertising also rose in the neighborhood of one-third during the year.

National restrictions on non-essential driving for the purpose of conserving the nation's rubber supply were reflected in the marked decline of gasoline company advertising over the major networks. Advertising volume for this product group decreased about 45% from the 1941 level.

Network financial advertising probably increased 10%, while travel advertising, a comparatively minor item, rose about 15%. Jewelry and silverware advertising, on the other hand, dropped off about one-fifth. House furnishing and equipment advertising, reflecting limited stocks of consumers goods in this field, dropped off about one-fifth from the 1941 level.

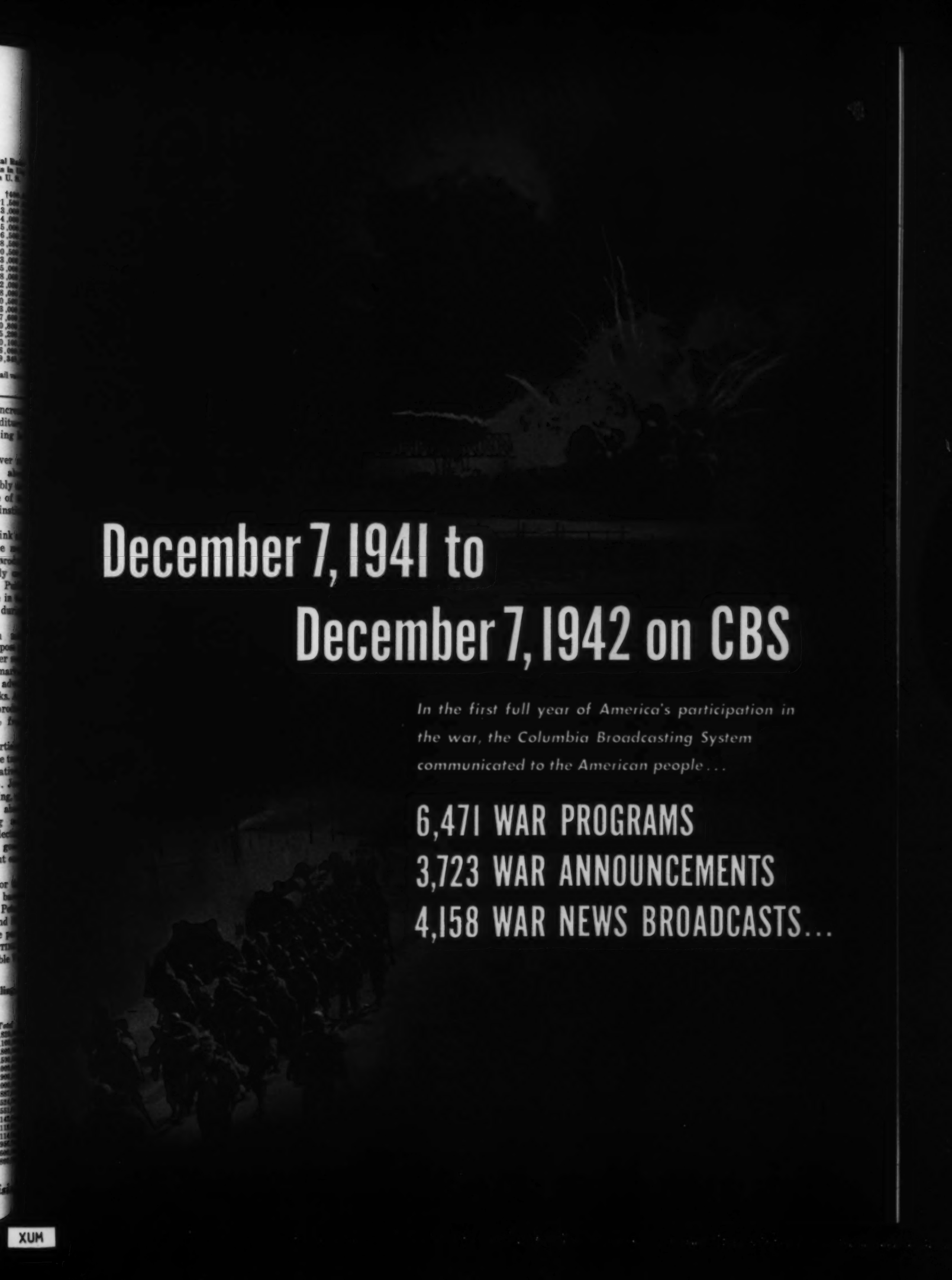
Estimated gross billings for the radio industry as a whole, based upon calculations by Paul F. Peter, NAB director of research, and Dr. Herman S. Hettinger, for the period 1927-1941, and BROADCASTING estimates for 1942 are in Table

TABLE V
Estimated Radio Gross Billings
(1927-1942)

Year	*National Networks*	*Others*	*Total*
1927	$ 3,833,000	987,000	$4,820,000
1928	10,227,000	3,873,000	14,100,000
1929	19,196,000	7,604,000	26,800,000
1930	27,694,000	12,806,000	40,500,000
1931	37,502,000	18,498,000	56,000,000
1932	39,107,000	22,793,000	61,900,000
1933	31,516,000	25,484,000	57,000,000
1934	42,659,000	30,228,000	72,887,000
1935	49,315,000	38,209,000	87,524,000
1936	59,671,000	47,880,000	107,551,000
1937	68,828,000	75,314,000	144,142,000
1938	71,728,000	78,390,000	150,118,000
1939	83,114,000	88,000,000	171,114,000
1940	96,456,000	111,500,000	207,956,000
1941	106,900,000	130,700,000	237,600,000
1942	118,200,000	136,600,000	254,800,000

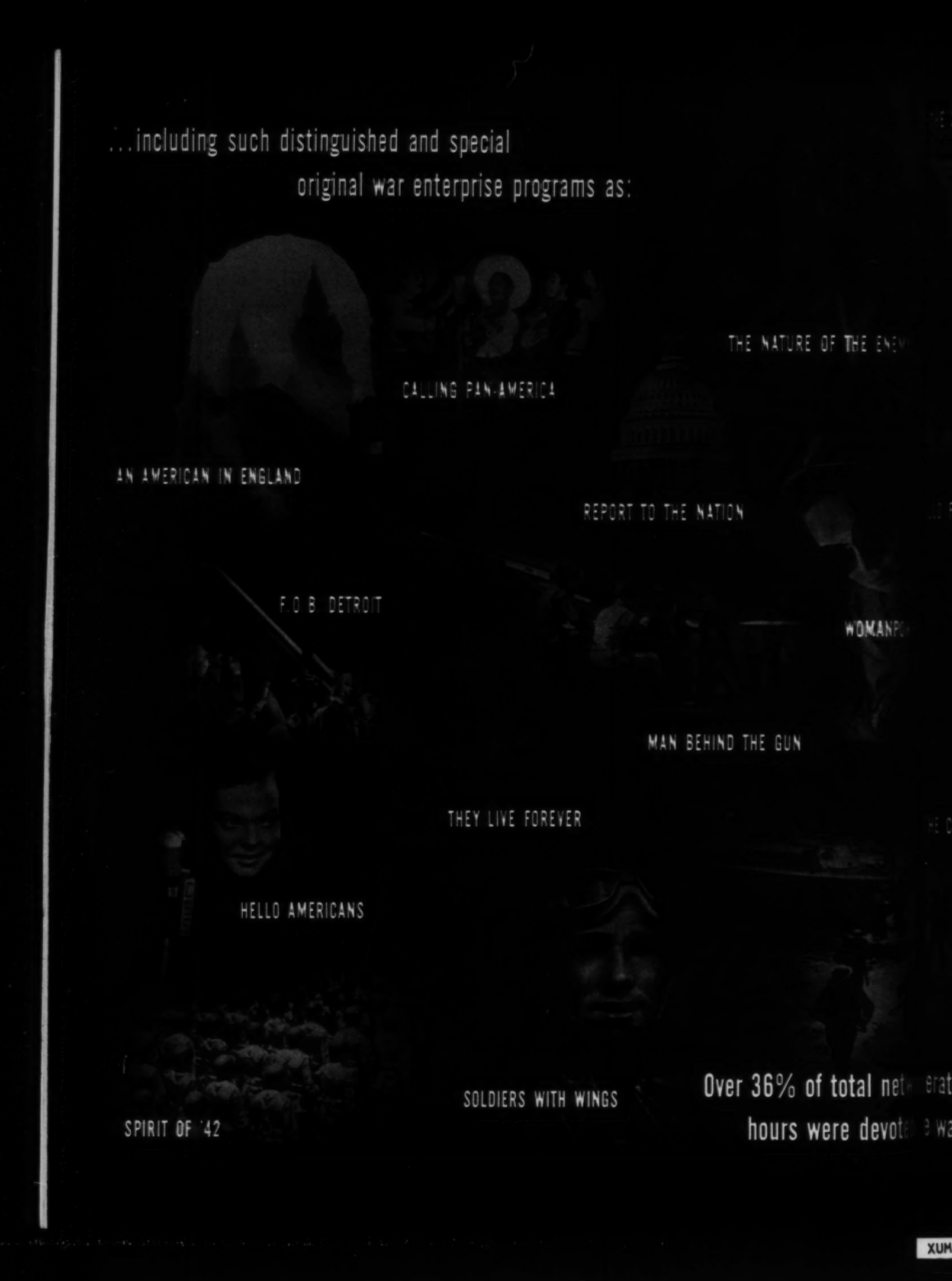
EDITOR'S NOTE: Dr. Herman S. Hettinger, associate professor of marketing, University of Pennsylvania, now on leave with the Office of War Information, has served as BROADCASTING'S *economist in the preparation of the Yearbook's annual analysis of broadcast advertising. This year, because of his Government work, he was not available for this assignment, but the methods employed by Dr. Hettinger since 1935, and which have shown a remarkable degree of accuracy, were used in projecting this analysis.*

XUM


December 7, 1941 to
December 7, 1942 on CBS
In the first full year of America's participation in the war, the Columbia Broadcasting System communicated to the American people . . .
6,471 WAR PROGRAMS
3,723 WAR ANNOUNCEMENTS
4,158 WAR NEWS BROADCASTS...

XUM

...including such distinguished and special
original war enterprise programs as:



Over 36% of total net[illegible] brat[illegible]
hours were devote[illegible] wa[illegible]

XUM

APR 13 1943

"Listener reaction definitely indicates that Americans generally are beginning to realize that neither the United States nor the world can again be the same as before the war. The world can be worse or it can be better and radio will be expected and ready to do a lot to make it better. Radio is, therefore, pledged in a very practical sense to the ideals and hopes of our troops and our people.

"The skills which radio has now mobilized for the war were developed through the years of peacetime broadcasting under the competitive American system. It is a natural rather than a remarkable adaptation that has taken place. American radio is a great national asset in wartime in direct proportion to the inherent merits of the system in normal times. Competition has given the U.S. the largest single reservoir of trained radio personnel, equipment and know-how possessed by any one country. This is the unique accomplishment of a free radio in a free country."

From the annual statement of

WILLIAM S. PALEY, President

THE COLUMBIA BROADCASTING SYSTEM

National Networks' Gross Monthly Time Sales, 1927-1942

NATIONAL BROADCASTING COMPANY NETWORKS

	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937
January	$270,949	$651,015	$1,004,874	$1,418,979	$2,026,860	$2,635,447	$1,869,885	$2,391,667	$2,895,037	$2,681,815	$3,541,[illegible]
February	252,195	626,176	1,074,834	1,347,847	1,924,778	2,571,609	1,742,784	2,211,637	2,758,319	2,714,300	3,295,[illegible]
March	316,158	726,787	1,240,102	1,652,629	2,164,434	2,864,783	1,997,463	2,507,890	3,025,308	3,037,873	3,614,[illegible]
April	273,209	674,354	1,173,922	1,574,523	2,195,880	2,649,892	1,690,177	2,373,890	2,682,143	2,741,928	3,277,[illegible]
May	257,981	701,029	1,192,930	1,731,409	2,101,525	2,305,448	1,662,887	2,475,173	2,685,211	2,561,720	3,214,[illegible]
June	241,930	609,566	1,014,361	1,509,224	1,931,155	2,081,466	1,512,139	2,177,857	2,380,845	2,323,456	3,008,[illegible]
July	228,666	575,333	1,014,037	1,692,680	2,027,975	1,825,433	1,370,993	1,864,420	2,208,935	2,429,983	2,707,[illegible]
August	195,143	596,200	1,029,950	1,612,284	1,892,427	1,745,338	1,407,843	1,735,555	2,021,366	2,422,431	2,784,[illegible]
September	264,725	660,740	1,234,196	1,648,581	1,951,326	1,807,795	1,555,606	1,860,166	2,163,317	2,886,637	2,850,[illegible]
October	368,111	1,101,411	1,483,284	1,972,414	2,318,091	2,063,273	2,130,046	2,775,431	2,779,557	3,696,489	3,339,[illegible]
November	491,711	964,864	1,413,961	1,890,532	2,475,905	1,953,953	2,188,342	2,683,494	2,655,100	3,468,728	3,381,[illegible]
December	599,232	892,858	1,433,931	2,037,785	2,596,185	2,000,454	2,324,567	2,776,436	2,893,793	3,558,590	3,639,[illegible]
Total	$3,760,010	$8,780,333	$14,310,382	$20,088,887	$25,607,041	$26,504,891	$21,452,732	$27,833,616	$31,148,931	$34,523,950	$38,651,[illegible]

COLUMBIA BROADCASTING SYSTEM

	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937
January	.....	$92,736	$274,324	$644,685	$692,114	$1,348,842	$941,465	$1,405,958	$1,768,949	$1,901,023	$2,378,[illegible]
February	.....	99,837	322,355	592,943	750,621	1,319,414	884,977	1,387,823	1,654,461	1,909,146	2,264,[illegible]
March	.....	98,492	400,872	726,093	1,110,526	1,436,050	1,016,102	1,524,904	1,829,553	2,172,382	2,559,[illegible]
April	.....	138,891	407,695	705,442	1,076,103	1,354,592	775,487	1,371,601	1,615,389	1,950,939	2,563,[illegible]
May	.....	84,280	400,537	642,782	1,065,352	1,326,994	624,256	1,255,887	1,287,455	1,749,517	2,560,[illegible]
June	.....	78,400	319,413	592,248	1,057,230	915,830	553,056	925,939	1,066,729	1,502,768	2,476,[illegible]
July	.....	72,800	322,171	431,428	877,366	591,183	445,414	630,290	910,470	1,292,775	1,988,[illegible]
August	.....	89,600	325,040	392,673	774,518	540,342	499,638	513,315	879,019	1,232,588	1,955,[illegible]
September	.....	119,336	395,290	535,760	947,138	685,156	547,203	700,491	1,086,900	1,838,932	2,028,[illegible]
October	.....	158,368	503,753	792,833	1,099,717	972,358	1,125,793	1,752,601	1,930,512	2,754,808	2,505,[illegible]
November	.....	200,032	535,355	775,394	1,247,248	1,105,895	1,277,459	1,682,959	1,722,390	2,429,917	2,654,[illegible]
December	$72,500	214,536	579,176	772,922	1,197,106	1,005,229	1,372,716	1,674,087	1,885,977	2,433,353	2,786,[illegible]
Total	$72,500	$1,447,308	$4,785,981	$7,605,203	$11,895,039	$12,601,885	$10,063,566	$14,825,845	$17,637,804	$23,168,148	$28,722,[illegible]

MUTUAL BROADCASTING SYSTEM

	1935	1936	1937	1938	1939	1940	1941	1942
January	.....	$157,721	$140,769	$269,894	$315,078	$317,729	$505,260	$1,024,511.[illegible]
February	.....	162,358	154,344	253,250	276,605	337,649	442,170	938,185.[illegible]
March	.....	191,487	170,511	232,877	306,976	390,813	513,780	1,053,444.[illegible]
April	.....	139,936	139,106	189,545	262,626	363,468	480,220	904,845.[illegible]
May	.....	129,090	100,154	194,201	234,764	322,186	503,929	748,744.[illegible]
June	.....	104,512	75,024	202,412	228,186	299,478	534,513	665,372.[illegible]
July	.....	109,562	64,662	167,108	216,583	235,182	512,745	531,366.[illegible]
August	.....	122,066	66,354	164,626	205,410	227,865	532,053	518,226.[illegible]
September	.....	168,925	91,608	200,342	210,589	283,463	529,015	707,283.[illegible]
October	$180,374	271,629	147,714	347,771	428,221	784,676	839,824	772,221.[illegible]
November	173,411	227,545	157,661	360,929	327,045	627,562	958,938	910,167.[illegible]
December	175,301	193,496	147,163	337,369	317,699	576,983	948,493	861,814.[illegible]
Total	$529,086	$1,979,146	$1,455,070	$2,920,324	$3,329,782	$4,767,054	$7,300,955	$9,636,122.[illegible]

NATIONAL BROADCASTING COMPANY—RED*

	1938	1939	1940	1941*	1942*
January	$2,728,232	$3,211,161	$3,496,393	.....	.....
February	2,591,223	2,957,258	3,226,983	.....	.....
March	2,828,777	3,297,992	3,338,440	.....	.....
April	2,544,810	2,879,571	3,128,685	.....	.....
May	2,697,492	3,025,538	3,216,940	.....	.....
June	2,555,517	2,759,917	2,919,405	.....	.....
July	2,877,065	2,713,798	3,141,902	.....	.....
August	2,366,851	2,737,926	3,072,338	.....	.....
September	2,387,958	2,750,688	3,132,005	.....	.....
October	2,872,588	3,446,134	3,842,195	.....	.....
November	2,948,854	3,402,370	3,653,135	.....	.....
December	2,928,181	3,400,383	3,786,901	.....	.....
Total	$31,827,548	$36,600,736	$39,955,322	.....	.....

* Due to a change in policy 1941 and 1942 figures were not released by NBC. Red Network designation dropped in 1942.

BLUE NETWORK COMPANY

	1938	1939	1940	1941	1942†
January	$1,065,284	$822,739	$906,815	$1,224,362	$1,323,[illegible]
February	906,830	773,437	905,101	1,154,682	1,162,[illegible]
March	978,054	872,860	965,904	1,231,238	1,339,[illegible]
April	765,695	681,413	912,833	987,061	1,137,[illegible]
May	716,708	676,564	817,682	961,117	1,241,[illegible]
June	645,052	622,487	722,695	913,118	1,111,[illegible]
July	581,645	569,757	688,536	854,623	1,087,[illegible]
August	574,248	574,644	665,924	794,883	953,[illegible]
September	591,283	564,619	747,774	798,303	1,106,[illegible]
October	901,376	773,119	1,203,499	1,171,955	1,692,[illegible]
November	950,065	832,614	1,045,943	1,304,451	1,713,[illegible]
December	958,891	879,365	1,122,972	1,462,376	1,914,[illegible]
Total	$9,635,131	$8,643,618	$10,707,678	$12,858,169	$15,782,[illegible]

† Separated from NBC in 1942.

COLUMBIA BROADCASTING SYSTEM

	1938	1939	1940	1941	1942
January	$2,879,945	$2,674,057	$3,575,946	$3,909,638	$3,930,[illegible]
February	2,680,335	2,541,542	3,330,627	3,502,557	3,603,[illegible]
March	3,034,317	2,925,684	3,513,170	3,928,902	3,974,[illegible]
April	2,424,180	2,854,026	3,322,689	3,891,422	3,723,[illegible]
May	2,442,283	3,097,484	3,570,727	3,825,466	3,680,[illegible]
June	2,121,495	2,860,180	3,144,213	3,706,989	3,690,[illegible]
July	1,367,357	2,311,953	3,071,398	3,498,594	3,492,[illegible]
August	1,423,865	2,341,636	2,875,657	3,414,820	3,454,[illegible]
September	1,601,755	2,563,132	3,109,863	3,527,262	3,752,[illegible]
October	2,387,395	3,366,654	4,001,492	3,898,979	4,023,[illegible]
November	2,453,410	3,474,163	3,689,778	3,708,095	4,149,[illegible]
December	2,529,060	3,529,154	3,819,989	3,771,654	4,296,[illegible]
Total	$27,345,397	$34,539,665	$41,025,549	$44,584,378	$45,593,[illegible]

YOUR BEST BUY IN SYRACUSE...

HERE'S WHY—

✓ The only NBC station in Syracuse and Central New York.

✓ Program leadership—both local and national.

✓ 570 Kc—first on the dial—a clear signal to more than a billion and a half buying income.

✓ Complete merchandising service.

✓ Big local names plus 16 out of top 20 national programs.

✓ Greater coverage—every check shows WSYR has more listeners. The primary listening area includes 24 of the most prosperous, populous counties in New York State.

For facts and detailed information—write or wire today!
H. C. WILDER, PRES.

REPRESENTED BY RAYMER

WSYR

Syracuse, N.Y.
5000 Watts
at 570 kc.
"The Perfect Combination"

★

BASIC NBC RED

★ ★

WTRY
TROY, N.Y.
1000 Watts
980 kc.

TRIPLE COVERAGE *where it Counts...*

In the Tri-City Area TROY—ALBANY—SCHENECTADY

★ **H. C. WILDER**
★ **PRES.**
•
★ **REPRESENTED**
★ **BY**
★ **RAYMER**

HOW COME? WELL—

WTRY blankets Troy, Albany, Schenectady.

WTRY serves the nation's 27th largest metropolitan district with an annual buying income of $850,511,000.

WTRY gives you lowest cost per listener—according to advertisers it's a clear first in economy.

WTRY is the **only** Basic Blue Network Station covering Eastern New York.

WTRY gives you three cities for the price of one!

THE ONLY BASIC BLUE STATION *in Eastern New York*

XUM

Major Networks' Gross Billings by Advertisers: 1942

[For details and agency placements, see pages 168-191]

Blue Billings by Clients

Sterling Products — Good Will Hour, $585,306; Manhattan at Midnight, $338,800; American Melody, $78,410; Merry-Go-Round, $78,534; Orphans & Second Husband, $315,252; Amanda of Honeymoon moon Hill, $314,352.	$ 1,710,654.00
American Home Products Corp. — Easy Aces, $414,997; Just Plain Bill, $313,996; John's Other Wife, $313,996; Mr. Keen, Tracer of Lost Persons, $410,843.	1,453,832.00
Miles Laboratories	1,277,917.00
Ford Motor Co.	1,012,526.00
General Mills	843,352.00
Coca Cola Co.	822,874.00
Sun Oil Co.	786,928.00
Carter Products Inc.	578,191.00
Andrew Jergens Co.	541,488.00
Swift & Co.	504,205.00
Bristol-Myers Co.	405,805.00
J. B. Williams & Co.	351,036.00
Socony-Vacuum Oil Co.	347,278.00
General Foods	317,138.00
Williamson Candy Co.	305,544.00
Ralston-Purina Co.	267,816.00
Pepsi-Cola Co.	242,130.00
Dr. Earle S. Sloane Inc.	217,314.00
Wheeling Steel Co.	208,888.00
R. J. Reyno'ds Tobacco Co.	203,786.00
Standard Brands	194,436.00
American Cigarette & Cigar Co.	192,042.00
Time Inc.	181,232 00
Hall Bros.	176,725.00
Texas Co.	174,850.00
P. Ballantine & Sons	157,708.00
The Wander Co.	157,114.00
P. Lorillard Co.	131,592.00
Adam Hats Inc.	122,290.00
Cream of Wheat Corp.	114,622.00
Pillsbury Flour Mills Co.	114,216.00
Trimount Clothing Co.	107,062.00
Serutan Co.	103,016.00
Ontario Travel Bureau	102,672.00
Ex-Lax Inc.	100,041.00
Welch Grape Juice Co.	96,848.00
Pan American Coffee Bureau	95,520.00
Langendorf United Bakeries, Inc.	88,697.00
D. L. Clark Co.	73,407.00
Neighbors of Woodcraft	61,656.00
Mail Pouch Tobacco Co.	60,687.00
Minneapolis Honeywell Regulator Co.	56,796.00
Lance Inc.	50,039.00
Acme White Lead & Color Works	48,612.00
Modern Foods Process Co.	48,597.00
Hecker Products Co.	48,012.00
C. F. Mueller Co.	46,894.00
Canada Dry Ginger Ale Inc.	42,360.00
Sherwin-Williams Co.	40,427.00
Loew's Inc.	38,755.00
Smith Bros.	35,226.00
Mennen Co.	33,252.00
Political	29,584.00
Tide Water Associated Oil Co.	29,300.00
Skinner & Eddy Corp.	24,844.00
Northwestern Yeast Co.	18,967.00
Gillette Safety Razor Co.	17,662.00
Paramount Pictures Inc.	14,288.00
Wilson Milk Co.	13,644.00
Joseph Tetley & Co.	11,748.00
A. S. Boyle Co.	10,482.00
Council for Candy as Food in Wartime	10,279.00
Sea Side Oil Co.	8,206.00
A. Schrader's Sons	7,130.00
Higgins Industries	6,284.00
Scoville Mfg. Co.	6,170.00
Autocar Co.	5,676.00
Nestle's Milk Products Inc.	5,569.00
Libby, McNeill & Libby	5,262.00
White Motor Co.	5,211.00
Pacquin Inc.	5,148.00
Bauer & Black	4,908.00
Photo-Developing Co. Inc.	4,644.00
Fisher Flouring Mills	4,585.00
Babcock & Wilcox	4,373.00
Independent Lock Co.	4,200.00
Austin Studios	4,117.00
Kerr Glass Mfg. Corp.	4,101.00
Chlorine Solutions Inc.	4,038.00
Gilbert & Barker Mfg. Co.	3,881.00
Electric Boat Corp.	3,338.00
Jenkins Bros.	2,591.00
Washington Cooperative Egg & Poultry Assn.	2,549.00
Sales Builders Inc.	1,364.00
Calavo Growers of Cal.	1,026.00
L. B. Laboratories	684.00
Doubleday-Doran & Co.	340.00
Cramerton Mills	165.00
Total	$15,782,493.00

Note: Foregoing expenditure figures are based on gross card rates and do not include any allowance for agency commissions, weekly discounts or rebates.

CBS Billings by Clients

Lever Bros. Co.	$ 4,226,550.00
General Foods Corp.	4,223,395.00
Procter & Gamble Co.	3,087,534.00
Campbell Soup Co.	2,858,829.00
Wm. Wrigley Jr.	2,462,069.00
R. J. Reynolds Tobacco Co.	1,779,100.00
Colgate-Palmolive-Peet Co.	1,697,460.00
Liggett & Myers Tobacco Co.	1,472,639.00
Sterling Products Inc.	1,469,634.00
American Products Corp.	1,367,079.00
Philip Morris & Co. Ltd. Inc.	1,282,281.00
General Mills, Inc.	1,194,607.00
American Tobacco Co.	981,927.00
Texas Co.	899,812.00
Pet Milk Sales Co.	887,963.00
Johns-Manville Corp.	854,538.00
General Electric Co.	734,710.00
Eversharp Co.	668,557.00
E. R. Squibb & Sons	663,846.00
Celanese Corp.	610,446.00
Emerson Drug Co.	605,587.00
Chrysler Corp.	603,039.00
Lady Esther Co.	598,416.00
Gulf Oil Corp.	538,944.00
Quaker Oats Co.	516,105.00
Chesebrough Mfg. Co.	506,772.00
Coca-Cola Co.	506,729.00
Continental Baking Co.	502,964.00
Pacific Coast Borax Co.	500,475.00
Prudential Insurance Co. of America	489,419.00
U. S. Tobacco Co.	466,707.00
California Fruit Growers Exchange	457,223.00
General Motors Corp.	433,741.00
P. Lorillard Co.	406,599.00
United Fruit Co.	386,378.00
Armstrong Cork Co.	372,308.00
B. T. Babbitt Inc.	323,799.00
International Silver Co.	250,318.00
Johnson & Johnson	245,313.00
Parker Pen Co.	213,723.00
Bowey's Inc.	211,142.00
Corn Products Refining Co.	201,172.00
Curtiss Candy Co.	186,187.00
Campana Sales Co.	180,773.00
Welch Grape Juice Co.	172,166.00
Ford Motor Co.	160,370.00
Pillsbury Flour Mills Co.	140,931.00
American Oil Co.	125,714.00
Lewis-Howe Co.	121,941.00
Los Angeles Soap Co.	118,429.00
Philco Corp.	111,060.00
Planters Nut & Chocolate Co.	101,184.00
Magazine Repeating Razor Co.	97,458.00
International Cellucotton Products Corp.	72,864.00
Armour & Co.	65,934.00
Continental Radio & Television Corp.	60,570.00
Union Oil Co.	60,088.00
Thomas J. Lipton Inc.	59,640.00
Sunnyvale Packing Co.	58,344.00
Macfadden Publications	55,818.00
C. F. Mueller Co.	54,509.00
Lockheed Aircraft Corp.	54,072.00
Elgin National Watch Co.	48,212.00
General Petroleum Co.	46,164.00
General Cigar Co.	44,746.00
Luxor Ltd.	44,506.00
Richard Hudnut	38,964.00
California Packing Co.	36,773.00
Brown & Williamson Tobacco Corp.	34,733.00
Manhattan Soap Co.	31,916.00
Bakins Van & Storage Co.	30,888.00
McKesson & Robbins Inc.	29,976.00
Peter Paul Inc.	29,588.00
Gillette Safety Razor Co.	29,321.00
Soil-Off Mfg. Co.	28,171.00
Mennen Co.	19,276.00
Smith Bros.	19,106.00
Barbasol Co.	18,590.00
Colonial Dames Inc.	17,458.00
J. A. Folger & Co.	16,748.00
Par Soap Co.	15,273.00
Tidewater Associated Oil Co.	14,328.00
Mode O'Day Corp.	13,988.00
Standard Oil Co. of N. J.	13,620.00
Vick Chemical Co.	12,827.00
California Prune & Apricot Growers Assn.	12,761.00
American Chicle Co.	12,364.00
Paramount Pictures Inc.	11,166.00
Mentholatum Co.	9,345.00
Plough Inc.	9,126.00
Golden State Co. Ltd.	8,899.00
Bathasweet Corp.	7,683.00
Northern Pump Co.	6,709.00
Republican State Committee N. Y.	6,048.00
Chamberlain Laboratories	5,865.00
Nesbitt Fruit Products Inc.	5,833.00
Seaside Oil Co.	5,275.00
Ludens Inc.	4,554.00
J. C. Eno Ltd.	4,498.00
California Federation of Labor Committee Re-election of Gov. Olson	4,466.00
Gallenkamp Stores	3,248.00
Massachusetts Democratic State Committee	2,799.00
Olson for Governor	2,571.00
Independent Petroleum & Consumers Assn.	1,914.00
Massachusetts Republican State Committee	1,827.00
Committee for Furtherance of Democratic Principles, Mass.	1,820.00
Citizens Rights Committee	1,800.00
Kenny for Attorney General	1,624.00
Eagle Oil & Refining Co.	1,624.00
Independent Citizens Committee, N. Y.	1,490.00
Gano Culwell for Governor	1,178.00
Scudder Food Products	812.00
Hollywood Democratic Committee for Gov. Olson	608.00
Public Health League	406.00
Earl Warren Committee	406.00
Robt. Bushwell, Attorney General, Mass.	379.00
Warren for Governor Committee	305.00
Breakfast Club Coffee	188.00
Committee for State Improvement Mass.	154.00
Grand Total	$45,593,125.00

MBS Billings by Clients

American Bird Products Inc.	$ 9,386.00
Anacin Co.	333,738.00
Barbasol Co.	117,883.00
Bayuk Cigars Inc.	973,073.00
Benson & Hedges	35,101.00
Campana Sales Co.	95,754.00
Coca-Cola Co.	642,984.00
Conti Products Inc.	74,727.00
Delaware, Lackawanna & Western Coal Co.	64,368.00
Detroit-Bible Class	100,010.00
Diebold Safe & Lock Co.	1,315.00
Garrett & Co. Inc	6,696.00
General Cigar Co. Inc.	448,087.00
General Mills Inc.	300,421.00
General Mills Inc.	262,446.00
Gillette Safety Razor Co.	604,670.00
Gospel Broadcasting Assn.	1,064,955.00
Gotham Silk Hosiery Co.	24,439.00
Hecker Products Corp.	39,597.00
Howard Clothes Inc.	59,634.00
Iglehart Brothers	13,674.00
Land O'Lakes Creamies, Inc.	170,392.00
Lumbermen's Mutual Casualty Co.	17,431.00
Lutheran Laymen's League	175,936.00
Marrow's Inc.	40,100.00
Pabst Sales Co.	19,326.00
Paramount Pictures Inc.	5,064.00
People's Church Inc.	56,870.00
Pepperell Mfg. Co.	6,360.00
Pharmaco Inc.	447,087.00
*Richfield Oil Corp. of N. Y.	304,729.00
Riggio Tobacco Corp.	29,730.00
Schenley Import Corp	111,666.00
R. B. Semler Inc.	438,914.00
Standard Brands Inc.	171,966.00
Standard Oil of N. J.	7,368.00
Studebaker Corp.	112,510.00
**Voice of Prophecy	242,814.00
**Voice of Prophecy Inc.	165,421.00
Wander Co.	277,995.00
Wesley Radio League	28,065.00
Western Conference of Teamsters	2,964.00
Whitehall Pharmacal Co.	321,711.00
Young People's Church of the Air	275,561.00
Zonite Products Corp.	161,466.00
Direct—	
Bullard Co.	2,697.00
Chase Brass & Copper Co.	5,337.00
Lansdowne Steel & Iron Co.	252.00
Worumbo Mfg. Co.	1,971.00
Local Sponsors	761,729.00
Grand Total	$ 9,636,122.00

* Includes billings for Sherwood Brothers.
**Total billing for *Voice of Prophecy* $ 408,236.00

NBC client billings not listed owing to policy established in 1941 by that company.

LEG-WORK MAKES SALES

McGillvra men are on the job selling every place where spot radio can be sold. They're *there* when lists are being decided. That's why McGillvra stations continue to get the "breaks". And there's no mystery in this kind of successful representation—because leg-work makes sales! Write in confidence today on your selling problem.

JOSEPH HERSHEY McGILLVRA, INC.

National Radio Representatives

NEW YORK 366 Madison Ave. | CHICAGO 919 N. Michigan Ave. | SAN FRANCISCO 627 Mills Building | LOS ANGELES 445 Western Pacific Bldg.

IN HARTFORD, IT'S WDRC

WHERE THERE'S ONE LOW RATE FOR ALL ADVERTISERS

For more than 10 years, advertisers have enjoyed the tangible benefits of WDRC's rate policy . . . one low rate to everybody . . . a bargain for all. WDRC is being profitably used by an abundance of local advertisers who want complete coverage of this rich trading area . . . and an equally long list of regional and national spot accounts who pay as little as the local adcasters. In Connecticut's Major Market, WDRC will deliver the goods for you . . . and do it at a lower cost. Basic CBS for Connecticut.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Major Networks' Gross Billings by Agencies: 1942

Blue Billings by Agencies

Blackett-Sample-Hummert Inc.	$ 2,454,298.00
Young & Rubicam	1,423,288.00
Wade Adv. Agency	1,277,917.00
J. Walter Thompson Co.	1,168,219.00
Maxon Inc.	1,030,288.00
Roche, Williams & Cunnyngham	1,015,598.00
Ruthrauff & Ryan	866,045.00
D'Arcy Adv. Co.	828,085.00
Lennen & Mitchell Inc.	573,780.00
J. Stirling Getchell	347,278.00
Benton & Bowles	317,138.00
Aubrey Moore & Wallace	305,544.00
Pedlar & Ryan	289,097.00
Buchanan & Co.	284,658.00
Gardner Adv. Co.	267,816.00
Warwick & Legler	257,741.00
Newell-Emmett Co.	242,130.00
Small & Seiffer	228,654.00
Henri, Hurst & McDonald	225,337.00
Wm. Esty & Co.	208,934.00
Critchfield & Co.	208,888.00
Kenyon & Eckhardt	194,436.00
BBDO	124,901.00
Glicksman Adv. Co.	122,290.00
McCann-Erickson	120,386.00
Emil Mogul Co.	107,062.00
Raymond Spector Co.	103,016.00
Walsh Adv. Co.	102,672.00
Jos. Katz Co.	100,041.00
H. W. Kastor & Sons Adv. Co.	96,848.00
The Clements Co.	96,609.00
Ted Bates Inc.	88,575.00
Albert P. Hill Co.	73,407.00
Mac Wilkins & Cole	61,656.00
Walker & Downing	60,687.00
Duane Jones Co.	58,572.00
Addison Lewis Assoc.	56,796.00
Morse International	50,039.00
J. M. Mathes Inc.	42,360.00
Donahue & Coe	38,755.00
J. D. Tarcher & Co.	35,226.00
Russel M. Seeds Co.	33,252.00
Lord & Thomas	29,300.00
J. Wm. Sheets	24,844.00
MacFarland, Aveyard & Co.	18,967.00
Keeling & Co.	13,644.00
Direct	8,254.00
McCarty Co.	8,206.00
Pacific Natl. Adv. Agency	7,134.00
E. M. Freystadt Assoc.	7,130.00
Bauerlein Inc.	6,284.00
Gray & Rogers	5,676.00
Leon Livingston Adv. Agency	5,569.00
Glasser-Gailey & Co.	4,801.00
Mayers Co.	4,644.00
Wm. B. Remington Inc.	4,200.00
Raymond R. Morgan Co.	4,101.00
Barton A. Stebbins Adv. Agency	4,038.00
Peck Adv. Agency	3,338.00
Horton Noyes	2,591.00
Smith & Drum	1,364.00
Schwab & Beatty	340.00
Fort & Co.	165.00
	$15,752,909.00
Political	
Duane Jones Inc.	15,200.00
Wellman Adv. Agency	10,154.00
Direct	2,596.00
Leighton & Nelson	956.00
Halpern Adv. Agency	678.00
	29,584.00
Total	$15,782,493.00

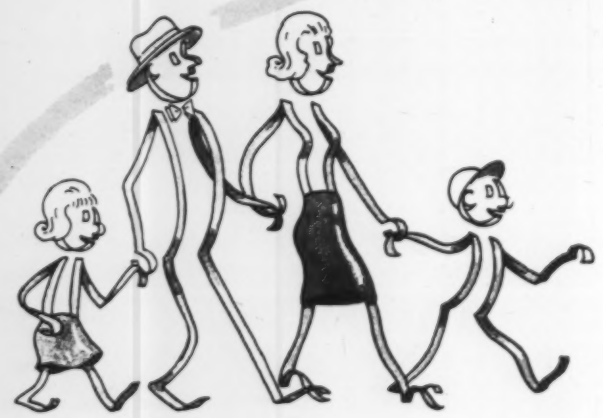
CBS Billings by Agencies

Young & Rubicam Inc.	$ 5,674,501.00
Ruthrauff & Ryan Inc.	5,101,813.00
J. Walter Thompson Co.	3,206,386.00
Blackett-Sample-Hummert	3,202,741.00
Ward Wheelock Co.	2,426,578.00
The Biow Co. Inc.	1,950,838.00
Compton Advertising Inc.	1,881,107.00
Lord & Thomas	1,813,486.00
Arthur Meyerhoff & Co.	1,801,957.00
William Esty & Co. Inc.	1,779,100.00
Benton & Bowles Inc.	1,597,846.00
Ted Bates Inc.	1,544,483.00
Newell-Emmett Co.	1,472,639.00
McCann-Erickson Inc.	1,345,321.00
Batten, Barton, Durstine & Osborn Inc.	1,033,111.00
Buchanan & Co. Inc.	939,149.00
Pedlar & Ryan Inc.	898,484.00
Gardner Advertising Co.	877,043.00
Knox Reeves Advertising Inc.	863,437.00
Maxon Inc.	832,606.00
Geyer, Cornell & Newell Inc.	663,846.00
Sherman & Marquette Inc.	651,741.00
D'Arcy Avertising Co. Inc.	506,729.00
Arthur Kudner Inc.	466,707.00
Campbell-Ewald Co. Inc.	433,741.00
C. L. Miller Co.	387,359.00
Duane Jones Advertising Agency	315,691.00
Raymond R. Morgan Co.	237,985.00
Sorensen & Co.	211,142.00
Aubrey, Moore & Wallace Inc.	180,773.00
H. W. Kastor & Sons Adv. Co. Inc.	172,166.00
Joseph Katz Co.	125,714.00
Roche, Williams & Cunnyngham Inc.	121,941.00
Sayre M. Ramsdell Associates	111,060.00
J. M. Mathes Inc.	102,012.00
Erwin, Wasey & Co. Inc.	74,408.00
Cruttenger & Eger	60,570.00
Russel M. Seeds Co. Inc.	54,009.00
J. D. Tarcher & Co.	49,082.00
Smith & Drum Inc.	46,164.00
Federal Advertising Agency	44,746.00
Westco Advertising Agency	36,612.00
Franklin Bruck Co.	31,916.00
Glasser-Gailey & Co.	31,446.00
Brooks Advertising Agency	30,888.00
Brisacher, Davis & Staff	30,196.00
Kenyon & Eckhardt, Inc.	28,026.00
Long Advertising Service	15,560.00
Tomaschke-Elliott Inc.	15,273.00
Marschalk & Pratt Inc.	13,620.00
Morse International Inc.	12,827.00
Badger, Browning & Hersey Inc.	12,364.00
Gillham Advertising Agency	10,920.00
Lake-Spiro-Shurman Co.	9,126.00
H. M. Kiesewetter Adv. Agency	7,683.00
Cary-Ainsworth Inc.	5,865.00
Walter K. Neill	5,833.00
The McCarty Co.	5,275.00
Atherton & Currier Inc.	4,498.00
Joseph Aurrecoechea Adv. Agency	4,466.00
Harry M. Frost Co. Inc.	3,845.00
Ewing C. Kelly, Advertising	3,248.00
John W. Queen	2,190.00
Milton Weinberg Adv. Co.	1,914.00
V. G. Frietag	1,827.00
W. L. Gleeson & Co.	1,624.00
General Advertising Agency Inc.	1,490.00
Leighton & Nelson	1,178.00
Arthur Cooksey	812.00
C. Brewer Smith Adv. Agency	680.00
R. H. Alber Co.	406.00
Dana Jones Co.	406.00
Eugene F. Rouse & Co.	406.00
Campaigns, Inc.	305.00
Lockwood-Shackelford Adv. Agency	188.00
Grand Total	$45,593,125.00

MBS Billings by Agencies

Aircasters Inc.	$ 128,670.00
R. H. Alber Company	1,064,935.00
Aubrey, Moore & Wallace Inc.	95,754.00
Bermingham, Castleman & Pierce Inc.	74,727.00
Blackett-Sample-Hummert	1,195,822.00
Buchanan & Co. Inc.	5,004.00
Leo Burnett Company Inc.	57,025.00
Campbell-Mithun Inc.	170,392.00
D'Arcy Advertising Co. Inc.	642,984.00
Erwin, Wasey & Co. Inc.	718,296.00
Wm. Esty & Company Inc.	447,057.00
Brady & Wagner Co.	24,439.00
M. H. Hackett Inc.	29,730.00
Hays-MacFarland & Co.	40,108.00
Hixson-O'Donnell Advertising Inc.	304,729.00
G. C. Hoskin & Assoc. (eff 9/30/42 and thereafter)	165,421.00
H. B. Humphrey Co.	6,352.00
Ivey & Ellington Inc.	1,305,503.00
Duane Jones Co.	35,101.00
Clarence Juneau Agencies	2,964.00
Kelly, Zahrndt & Kelly Inc.	175,936.00
Kenyon & Eckhardt Inc.	171,865.00
Lord & Thomas	19,324.00
Marschalk & Pratt Inc.	7,368.00
Maxon Inc.	604,670.00
Jack Parker & Assoc.	242,514.00
Redfield-Johnstone Inc.	59,634.00
Knox Reeves Advertising Inc.	300,421.00
Roche, Williams & Cunnyngham Inc.	112,516.00
Ruthrauff & Ryan Inc.	71,064.00
Sweeney & James Co.	1,315.00
J. Walter Thompson Co.	448,087.00
William H. Weintraub & Co. Inc.	111,664.00
Weston-Barnett Inc.	9,386.00
Young & Rubicam Inc.	13,674.00
Direct	10,309.00
Various	761,729.00
Grand Total	$ 9,636,122.00

NBC agency billings not listed owing to policy established in 1941 by that company.



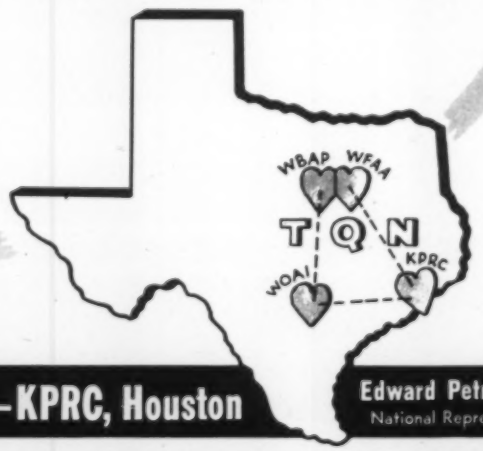
Texas Quality Network reaches them

--- Deep in the hearts of Texans . . .
Just a part of the story . . . deep, too,
in the hearts of folks of Oklahoma,
Louisiana, Arkansas, and parts of Kansas

TEXAS:
6,414,824 people
265,896 square miles
$ $ $ $ $ $ $
Army and Navy Camps
Defense Industries

TQN:
105,000 Watts covering
the 4 Key Industrial Cities.

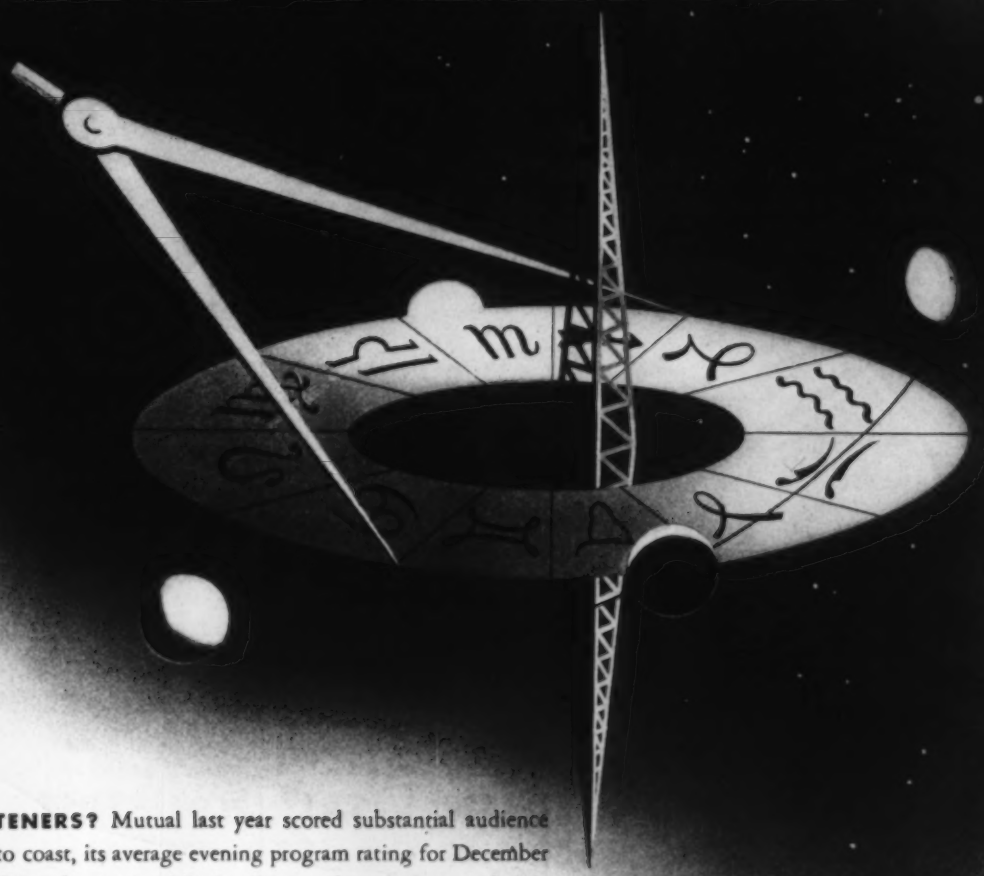
Blanketing the population
centers with a 10MV/M signal.



WFAA-WBAP, Dallas-Fort Worth—WOAI, San Antonio—KPRC, Houston

Edward Petry & Co.
National Representatives

How do you measure a year?



MORE LISTENERS? Mutual last year scored substantial audience gains, coast to coast, its average evening program rating for December up 20% over December, 1941, while the all-network average rose only 9%.

BETTER STATIONS? Mutual last year culminated improvements which, since 1941, have provided better facilities for 74% of all its stations and added 26,250 more watts for the top 14 markets alone.

MORE STATIONS? Mutual last year penetrated even more deeply into urban and rural America, wherever people live and listen, increasing this largest of all networks from 183 to 211 stations.

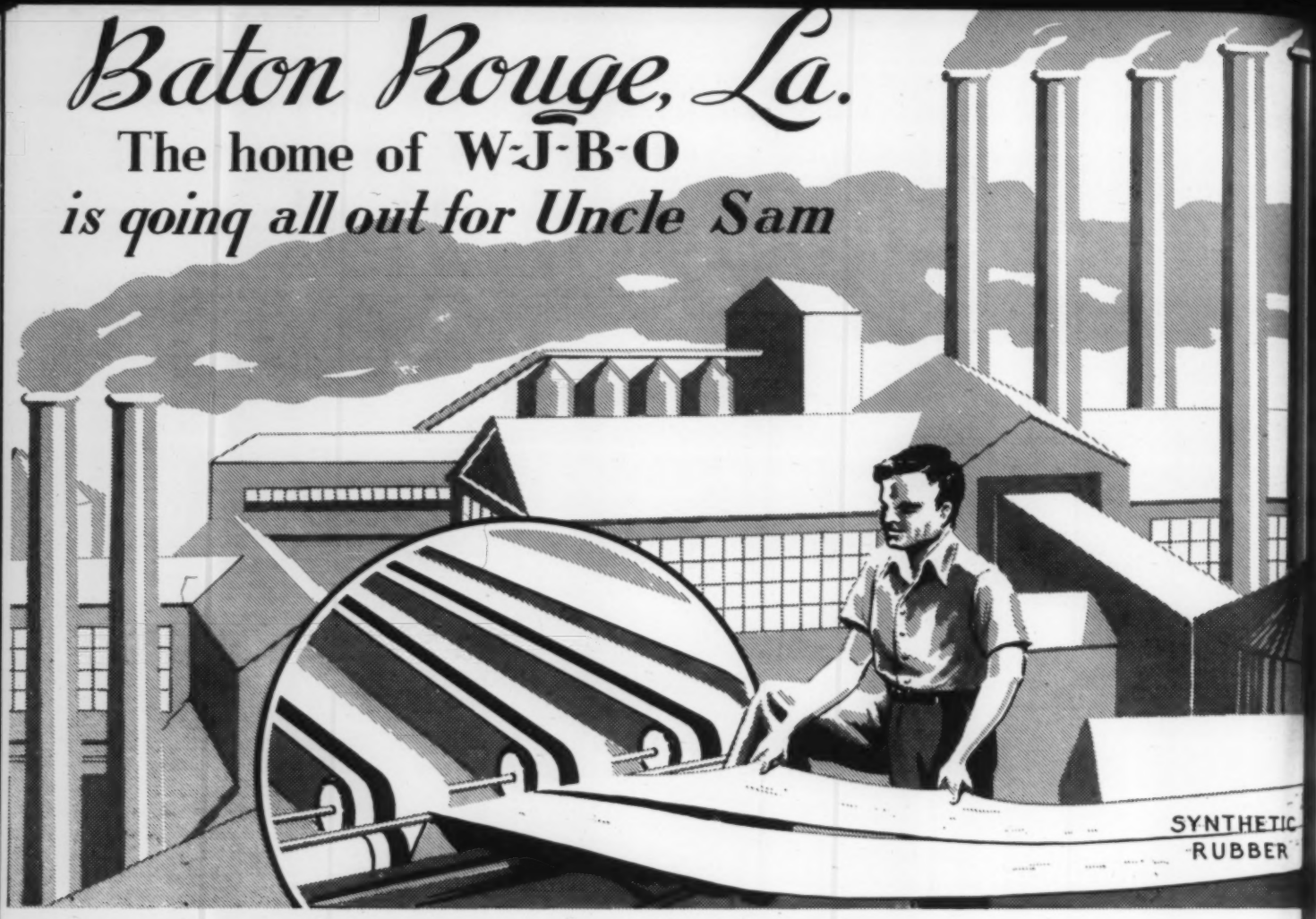
LOWER COSTS? Mutual last year developed the most economical rate structure in radio history, lowering minimum station requirements and raising maximum discounts, to benefit *every* advertiser.

GREATER BUSINESS? Mutual last year again achieved the largest gain in advertising volume for any network, rising 32% over 1941 for a new high in the network's career.

this is MUTUAL

Baton Rouge, La.

The home of W-J-B-O
is going all out for Uncle Sam



- **OVER 100,000 POPULATION**
- **15,000 ENGAGED IN VITAL INDUSTRIES**
- **15,000 ENGAGED IN CONSTRUCTION**
- **$100,000,000 IN INDUSTRIAL EXPANSION**

Baton Rouge, Louisiana, at the head of deep-water navigation on the Mississippi River, is "all out" for war.

Twenty-four hours a day operation is maintained in such plants as Standard Oil Company of Louisiana, Solvay Process Company, Ethyl Corporation, E. I. Dupont de Nemours Company, Firestone Rubber Company, Aluminum Ore Company, Consolidated Chemical Company, Mengel Company, Gulf States Power and Steam Plant (largest electric generating station and largest steam plant in the southwest).

Here in Baton Rouge is manufactured daily—monthly—annually—millions of dollars of vital war materials. After the war these plants will furnish many products which are wartime scarcities today.

Baton Rouge is the trading center of a rich agricultural area, the State Capitol, and the home of Louisiana State University.

One of the best buys in radio today is Baton Rouge, the chemical manufacturing center of the South, the flourishing market served by

WJBO

5000 Watts

BLUE NETWORK

BATON ROUGE BROADCASTING CO., INC.

Affiliated with the State-Times and Morning Advocate

National Representatives: GEORGE P. HOLLINGBERY COMPANY

WJJD CHICAGO'S BEST BASEBALL BUY!

4 Big Package Shows AVAILABLE FOR 1943

1 Sport Slants by Pat Flanagan—Daily 2:30 to 2:40 P. M.—Pat Flanagan gives his unique personal slant on baseball news with many unusual human interest features. Pat has built up a great audience for this pre-game program during the past ten years.

COST: $335 weekly for 7—10-minute programs.

2 Dug-Out Interviews with Jack Fitzpatrick—Daily 2:40 to 2:55 P.M.—Fitzpatrick talks things over with players in the dug-out—an intimate, behind-the-scenes program immediately preceding the play-by-play broadcast. On days when there is no game, Jack gives a sports review at 2:45 to 3:00 P.M.

COST: $345 weekly for 7—15-minute programs.

3 The Scoreboard—Daily 5:00 to 5:15 P. M.—This feature, immediately following Pat Flanagan's play-by-play broadcast of the game, presents complete scores of all the other games. Race results and news bulletins are also included.

COST: $375 weekly for 7—15-minute programs.

4 Sports Round-Up—Daily 5:15 to 5:30 P. M.—Features late sports information, news flashes and transcribed music. Interviews with baseball and screen personalities also included. Time varies from day to day, depending on length of game. The daily average for this program is about 20 minutes.

COST: $200 weekly for 6 broadcasts, Monday thru Saturday.

For the Fifth Consecutive Year—Pat Flanagan's BROADCASTS OF 1943 CUBS-SOX GAMES Have Been Sold to the WALGREEN DRUG CHAIN

Pat Flanagan, long famous as one of Chicago's outstanding sports personalities, has a large and enthusiastic radio following. Surveys made by Walgreen's and Hooper Holmes prove that his broadcasts over WJJD deliver a surprisingly big slice of Chicago's entire baseball audience. **The four tie-in programs now available offer smart advertisers an opportunity to reach this audience at remarkably small cost.**

Pat Flanagan, WJJD's featured sports announcer. His colorful, accurate, play-by-play reportage has built up a huge baseball audience for him in the Chicago area during the past fifteen years.

For Facts and Figures call...

WJJD

230 N. MICHIGAN AVE.
CHICAGO, ILLINOIS
TELEPHONE STATE 5466

20,000 WATTS • 1160 KILOCYCLES

National Representative

JOHN E. PEARSON CO. • 342 MADISON AVE., N. Y.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Code of Wartime Practices for American Broadcasters

As Revised February 1, 1943, by the Office of Censorship

THIS IS THE SECOND revision of the Code of Wartime Practices for American Broadcasters. It combines original provisions with supplemental suggestions and interpretations which have developed out of our experience during a year of war. It supersedes all other releases of the Office of Censorship to this date of issue.

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial copy.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities:

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority*. News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

It is requested that news in any of the following classifications be kept off the air, unless released or authorized for release by appropriate authority:

(a) WEATHER

ALL weather data, either forecasts, summaries, recapitulations, or any details of weather conditions.

Stations should refrain from broadcasting any news of weather occurrences, such as blizzards, snowstorms, tornadoes, hurricanes, etc, unless it is specifically authorized for broadcast by the Office of Censorship. Occasionally it is possible to clear such news, but for security reasons this Office cannot authorize blanket clearance in advance. Each case must be considered individually in the light of the extent to which the enemy will be benefitted if such information is broadcast. Confusion and inequalities of competition can be avoided if stations will consult the Office of Censorship promptly in all such cases, either directly or through their news service.

Exceptions: Emergency warnings may be broadcast as specifically released for broadcast by Weather Bureau authorities.

Information concerning hazardous road conditions may be broadcast when requested by a Federal, State or Municipal source, if it avoids reference to weather.

Note:

Special events reporters covering sports events are cautioned especially against the mention of weather conditions in describing contests, announcing their schedules, suspensions or cancellations. These terms may be used: "Game called because of weather"; "wet grounds"; "muddy field." Terms such as "clear", "rain", "windy", "overcast", etc., are an index to weather conditions over a large area and should not be employed.

(b) ARMED FORCES.

Type and movements of United States Army, Navy and Marine Corps units, within or without continental United States, including information concerning

- Location
- Identity
- Exact Composition
- Equipment
- Strength
- Destination
- Routes
- Schedules
- Assembly for Embarkation
- Prospective Embarkation
- Actual Embarkation

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual or group known for a specialized activity.

Exceptions:

(1) Armed forces in the United States: Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character (other than service men on duty on anti-aircraft, coastal or invasion defense or embarkation points, whose unit identifications should not be given).

(2) Armed Forces outside the United States: Names and locations (without unit identifications) *if* presence of United States forces in area has been announced officially.

Individual addresses *if* they are limited to APO numbers or Navy Fleet Post Office (without unit or ship identifications).

Names of Naval personnel without mention of their ships, unless said ships have been announced by the Navy as lost or damaged.

(c) SHIPS (CONVOYS, etc.).

Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any waters, including information concerning—

- Identity
- Location
- Port of Arrival
- Time of Arrival
- Prospect of Arrival
- Port of Departure
- Ports of Call
- Nature of Cargoes
- Assembly
- Personnel

Enemy naval or merchant vessels in any waters, their

- Type
- Identity
- Location
- Movements

Secret information or instructions about sea defense, such as

- Buoys, lights and other guides to navigators
- Mine fields and other harbor defenses.

Ships in construction

- Type
- Number
- Size
- Location

Advance information on dates of launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under direction of the State Department.

Exceptions:

Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(d) DAMAGE BY ENEMY LAND OR SEA ATTACKS.

Information on damage to military objectives in continental United States or possessions, including

- Docks
- Railroads
- Airfields
- Public Utilities
- Industrial plants engaged in war work.

Counter-measures or plans of defense.

Appropriate authority: For information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy).

(e) ACTION AT SEA.

Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority: Appropriate authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters is the Naval Office of Public Relations, Washington; for results of United States naval action against enemy vessels in or near American waters, the commanding officer of the district in which the action occurs, or the Naval Office of Public Relations, Washington.

(f) ENEMY AIR ATTACK.

Estimates of number of planes involved; number of bombs dropped; damage to

- Fortifications
- Docks
- Railroads
- Ships
- Airfields
- Public Utilities
- Industrial plants engaged in war work
- All other military objectives

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course by stations *outside* the zone of action, unless expressly announced for broadcast by the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions, refers to exact routes taken by enemy planes, or describes counter-measures of defense, such as troop mobilization or movements, or the number or location of anti-aircraft guns or searchlights in action.

Exceptions:

After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) ACCREDITED MILITARY AND NAVAL CORRESPONDENTS.

No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy Department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military authority. Accrediting of news gatherers for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(h) PLANES.

Air Units—Military air units of the United States and the United Nations as to

- Disposition
- Missions
- Movements
- New characteristics
- Strength

Information concerning new mili-

(*Continued on page 28*)

A STATEMENT BY BYRON PRICE

BROADCASTERS should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful, they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone: Executive 3800; Teletype: WA-434.

THE OFFICE OF CENSORSHIP

Byron Price, Director.

February 1, 1943.

Detroit—America's Greatest Armament Market—With a Population Increase of 336,000 Since April, 1940!

WWJ

America's Pioneer Broadcasting Station—First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

NBC Basic Network

Associate Station W45D-F.M.

XUM

tary aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(i) FORTIFICATIONS AND AIR INSTALLATIONS.
Location and description of fortifications, including
- Coast Defense Emplacements
- Anti-aircraft guns and other air defense installations
- Defense Installation details of public airports used for military purposes.
- Camouflaged objects
- Location of specially constructed bomb shelters
- Location of civilian defense communication control centers
- Information concerning installations by American military units outside the United States.

(j) SABOTAGE.
Specifications (including information on bottlenecks) which saboteurs could use to damage war production plants, transportation lines, public utilities, or other military objectives; any information indicating sabotage to them. In reporting accidents, no mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(k) PRODUCTION. (see also SABOTAGE).
Roundups—Collected data on a nationwide scale disclosing production progress or capacity in connection with ordnance, planes, war vehicles or other munitions.
Secret designs—New or secret military weapons, designs, formulas, or experiments connected with war production.
Plants—Floor plans or arrangement of war production plants; capacity of plants; actual or prospective progress of production, including revealing employment figures.
Statistics—Statistical information disclosing the amounts of strategic or critical materials produced, imported or in reserve—such as tin, rubber, aluminum, uranium, zinc, chromium, tantalum, manganese, magnesium, tungsten, silk, platinum, cork, quinine, copper, optical glass, mercury or high-octane gasoline.
Transportation—Movement or transportation of munitions within the United States.
Lend-Lease-Production—Method of delivery, destination, routes or transportation of Lend-Lease war material.

(l) UNCONFIRMED REPORTS, RUMORS.
The spread of rumors in such way that they will be accepted as facts will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations. Enemy claims of ship sinkings or of other damage to our forces should be weighed carefully and the sources clearly identified, if broadcast.
Caution is advised against reporting, under the guise of opinion, speculation or prediction, any fact which has not been released by an appropriate authority.

(m) COMBAT ZONE INTERVIEWS AND LETTERS.
Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from service men in combat zones are censored at the source, for home and family consumption only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on *Armed Forces*, regarding unit identifications).

Wartime Radio Censorship Code

(*Continued from page 26*)

(n) WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.
Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens, or of persons moved to resettlement centers; locations or operations of war prisoner, or alien internment camps or resettlement projects; place of confinement of civilians convicted of treason, espionage or sabotage.
Note
The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

(o) MILITARY INTELLIGENCE.
Information concerning operations, methods or equipment of war intelligence or counter-intelligence of the United States or its allies; information concerning available or captured enemy codes or ciphers; or that gained from interception of enemy messages; or information concerning use of secret inks or chemicals or detection of these.
Information concerning secret detection devices.
Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(p) WAR NEWS COMING INTO THE UNITED STATES.
War information originating outside United States territory may be broadcast if its origin is made plain.
In any case of vital security involvement, the Office of Censorship reserves the right to request broadcasters to censor such incoming material on the basis of the Code requests if it is apparent that the information has come on to the United States.

(q) GENERAL.
Casualties—Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.
Strategy—Secret war plans.
Art Objects, Historical Data—Information disclosing the new location of national archives, or of public or private art treasures.
Diplomatic Information—Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destination, within or without continental United States; movements of ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.
Premature disclosure of diplomatic negotiations or conversations.
Forest Fires—In reports of forest fires: descriptions of danger areas, weather conditions, activity or methods of saboteurs, organization or placement of special guards, damage or threat of damage to military objectives, or extent of smoke clouds.

II. PROGRAMS

These suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its representatives.

(a) REQUEST PROGRAMS.
Music—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.
Talk—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include informat... relating to—
- Lost pets
- "Swap" ads
- Mass meetings
- Personal messages
- Club meetings
- Club programs, etc.
- Vital statistics

The same precautions should be o... served in accepting "classified adv... tisements" for broadcasting.
No telephoned, telegraphed or w... of-mouth-dedications or program ... tures or segments thereof should ... broadcast. No telephoned, telegra... or word-of-mouth auction bids, co... butions or similar acknowledgeme... from listeners, should be broadcast.
Exceptions:
Emergency announcements (such ... those seeking blood donors, doctors, ... persons, lost property, etc.) may ... handled in conventional manner if t... broadcaster confirms their origin. T... should emanate from the police, ... Red Cross, or similar recognized g... ernmental or civilian agency.
Service announcements may be h... ored when source is checked and m... terial is submitted in writing, sub... to re-writing by station continu... staff. Requests for the broadcast ... greetings or other programs to co... memorate personal anniversaries m... be honored if the actual broadcast ... not made on the anniversary date ... at the time or on the date designa... in the request.
All requests, subject to the ab... qualifications, may be honored wh... submitted via mail, or otherwise ... writing if they are held for an u... specified length of time and if t... broadcaster staggers the order in wh... such requests are honored, rewrit... any text which may be broadcast.

(b) QUIZ PROGRAMS.
It is requested that all audien... participation type quiz programs or... inating from remote points, either ... wire, transcription or shortwa... should not be broadcast, except ... qualified hereinafter. Any progr... which permits the public accessibil... to an open microphone is danger... and should be carefully supervis...
Because of the nature of quiz p... grams, in which the public is not o... permitted access to the microphone ... encouraged to speak into it, the d... ger of usurpation by the enemy is e... hanced. The greatest danger here l... in the informal interview conducted ... a small group—10 to 25 people. ... larger groups, where participants ... selected from a theatre audience, ... example, the danger is not so great.
Generally speaking, any quiz p... gram originating remotely, wher... the group is small, wherein no ... rangement exists for investigating ... background of participants and wh... in extraneous background noises c... not be eliminated at the discretion ... the broadcaster, should not be bro... cast. Included in this classification ... all such productions as man-in-t... street interviews, airport intervie... train terminal interviews, and so fo...
In all studio-audience type q... shows, where the audience from wh... interviewees are to be selected n... bers less than 50 people, program c... ductors are asked to exercise spe... care. They should devise a me... whereby no individual seeking par... pation can be *guaranteed* partic... tion.

(c) FORUMS AND INTE... VIEWS.
During forums in which the g... public is permitted extemporan... comment, panel discussion in wh... more than two persons participate, ... interviews conducted by auth... employees of the broadcasting c... pany, broadcasters should devise m... ods guaranteeing against the releas... any information which might aid ... enemy as described in Section I of ... Code. If there is doubt concerning ... acceptability of material to be u... interviews, complete scripts shou... submitted to the Office of Censo...

(*Continued on page 30*)

1943 Committees of Congress Dealing With Radio Legislation

HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE*

Committee Clerk: Elton J. Layton

DEMOCRATS — Clarence F. Lea, California, chairman; Robert Crosser, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; Lyle H. Boren, Oklahoma; Martin J. Kennedy, New York; Donald L. O'Toole, New York; Lindley Beckworth, Texas; Thomas D'Alesandro Jr., Maryland; Francis J. Myers, Pennsylvania; J. Percy Priest, Tennessee; Oren Harris, Arkansas; George G. Sadowski, Michigan; Richard F. Harless, Arizona.

REPUBLICANS—Charles A. Wolverton, New Jersey; Pehr G. Holmes, Massachusetts; B. Carroll Reece, Tennessee; Charles A. Halleck, Indiana; Carl Hinshaw, California; Clarence J. Brown, Ohio; Evan Howell, Illinois; Harve Tibbott, Pennsylvania; Leonard W. Hall, New York; Thomas D. Winter, Kansas; Joseph P. O'Hara, Minnesota.

SENATE INTERSTATE COMMERCE COMMITTEE

Committee Clerk: M. W. Mitchell

DEMOCRATS—Burton K. Wheeler, Montana, chairman; Ellison D. Smith, South Carolina; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; Homer T. Bone, Washington; Harry S. Truman, Missouri; Edwin C. Johnson, Colorado; Lister Hill, Alabama; Tom Stewart, Tennessee; D. Worth Clark, Idaho; James M. Tunnell, Delaware; Ernest W. McFarland, Arizona.

REPUBLICANS—Wallace H. White Jr., Maine; Warren R. Austin, Vermont; Henrik Shipstead, Minnesota; Charles W. Tobey, New Hampshire; Clyde M. Reed, Kansas; Chandler Gurney, South Dakota; C. Wayland Brooks, Illinois; Elbert W. Hawkes, New Jersey; E. H. Moore, Oklahoma.

** In which radio legislation originates, and which also handles regulation of sale and advertising of products in interstate commerce.*

WHY BUILD A PROGRAM FOR NEW YORK?

Here are ready-built profits to share!

ONE after another, hundreds of famous national advertisers have come to WNEW in New York . . . come to *stay*, and come to *profit* from established programs with *proved* sales results.

No *risk* with new programs . . . no shows that *might* go over—might not. WNEW's unique program successes have been making quick sales for their many co-sponsors year after year. Each WNEW program stands on its own—gives New York what New York wants . . . And all WNEW programs have one thing in common—they *sell* . . . or off the air they go!

Audience? WNEW *covers* the New York-New Jersey metropolitan area—one tenth of American families—24 hours a day.

WNEW—501 MADISON AVE., NEW YORK
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

"START THE DAY RIGHT" . . . HAL MOORE—7:00-9:00 A. M.—Monday through Saturday. News — information — music—**on WNEW 3 years.**

"ZEKE MANNERS' GANG" . . . ZEKE MANNERS—9:00-10:00 A.M.—Monday through Saturday—12:00-1:00 P.M.—Sunday. **On WNEW 2 years.**

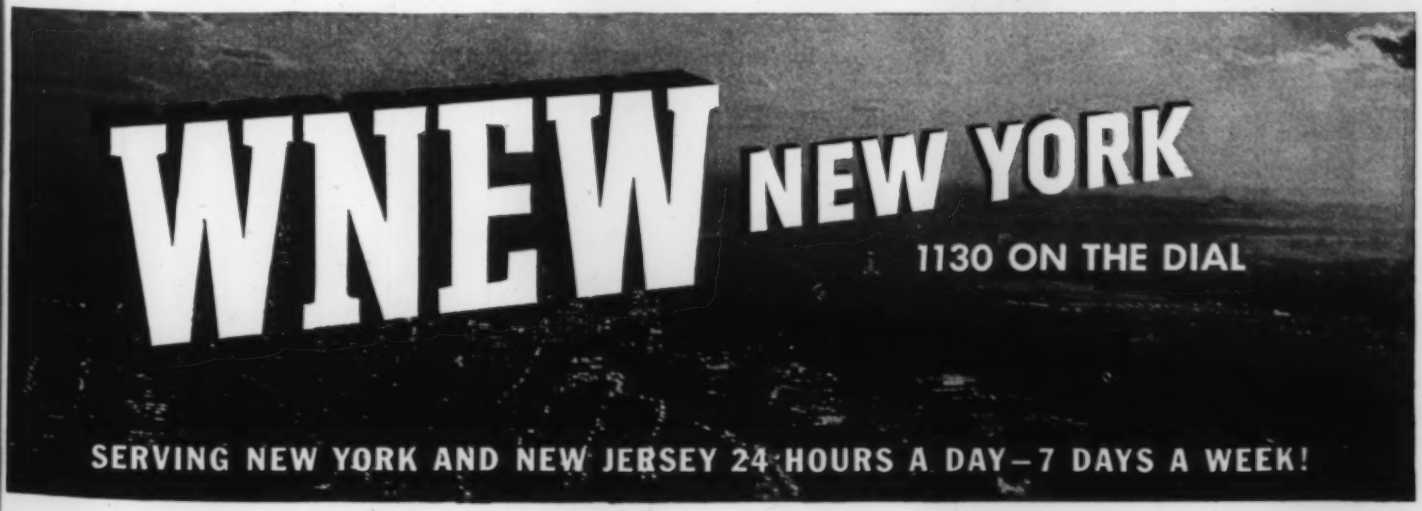
"THE MAKE-BELIEVE BALLROOM" . . . MARTIN BLOCK—10:00-11:30 A. M. and 5:30-7:30 P. M., Monday through Saturday. **On WNEW 8 years.**

J. B. KENNEDY, NEWS—7:35-7:50 P. M.—Monday through Friday; 6:00-6:30 P. M.—Sunday. Famed radio reporter—**on WNEW 2 years.**

"NEWS THROUGH A WOMAN'S EYES" . . . KATHRYN CRAVENS — 4:45-5:00 P. M. — Monday through Friday. Ace news analyst—**on WNEW 1½ years.**

"THE FACE OF THE WAR" . . . SAMUEL H. CUFF—12:15-12:30 P.M.—Monday through Friday; 1:00-1:15 P. M.—Sunday. **Famed newcomer to WNEW.**

Plus other outstanding WNEW programs: News every hour on the half hour, Milkman's Matinee, Music Hall, Dance Parade, Bob Considine, Jack Stevens.



for review. (See paragraph (m) Section I.)

(d) SPECIAL EVENTS REPORTING. (ad lib).

Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship.

(See also Paragraph (a), Section I).

(e) SIMULATED AIR RAIDS, BLACKOUTS.

In view of the provisions contained in Paragraph (f) Section I of this Code, which prescribe radio silence at the scene of an air raid until the "all clear" is sounded, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage

Wartime Radio Censorship Code

[*Continued from page 28*]

listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(f) COMMERCIAL CONTINUITY.

Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(a) PERSONNEL.

The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connection, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(b) SCRIPTS.

Station managements are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations.) It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions, with their translations, should be kept on file at the station.

(c) SUBMISSION OF SCRIPTS.

From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. When such requests are received, it is understood that the scripts in the original language, as well as English translations thereof, will be submitted. If a station obtains its foreign language program from another originating point via network, these requirements do not apply in such event the originating station will be held responsible for fulfilling the requests contained herein.

(d) Station managements are reminded that all provisions of this code as outlined in Section I and II, apply equally to foreign language broadcasting.

Lots of Power!

1000 S-T-R-E-A-M-L-I-N-E-D WATTS

Reaching
Lots of People!

Throughout Southeastern Michigan – consistent mail from counties totalling 3,000,000 population.

With
Lots of Punch!

Programs that please – and sell! News every hour and good music all day long – pulls 75,000 letters in a year!

W-CAR

Pontiac, Mich.

1000 WATTS ON 1130 KILOCYCLES

Philadelphia
in
'43
Continues to Be
America's Number
Arsenal
The Reason Why!
MORE WORKERS
(New Ones—Thousands +)
MORE PRODUCTION
(Topping '42's All-Time High)
MORE MONEY
(Payrolls at Peak—120% Above 1940)
—A war-working, war-spending Metropolitan
area—that is Philadelphia in '43.
Philadelphia is BUYING—Let "the Station
that Sells," do your SELLING!
5000 WATTS
ON THE DIAL
WPEN

XUM

National Association of Broadcasters: 1941-1942 Officers and Committees

Headquarters Office: 1760 N Street, N. W., Washington, D. C. Phone: NAtional 2080

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Frank W. Elliot (WHO)	1925-1926
Earle C. Anthony (KFI)	1926-1928
William S. Hedges (WMAQ)	1928-1930
Walter Damm (WTMJ)	1930-1931
*Harry Shaw (WMT)	1931-1932
Truman Ward (WLAC)	1932-1933
Alfred J. McCosker (WOR)	1933-1935
Leo Fitzpatrick (WJR)	1935-1936
Charles W. Myers (KOIN)	1936-1937
John Elmer (WCBM)	6-23-37—2-16-38
Mark Ethridge (WHAS)	3-30-38—7-1-38
Neville Miller	1938-

* *Deceased.*

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Small Stations

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Network

Paul W. Kesten, CBS, New York
Frank M. Russell, NBC, Washington, D. C.

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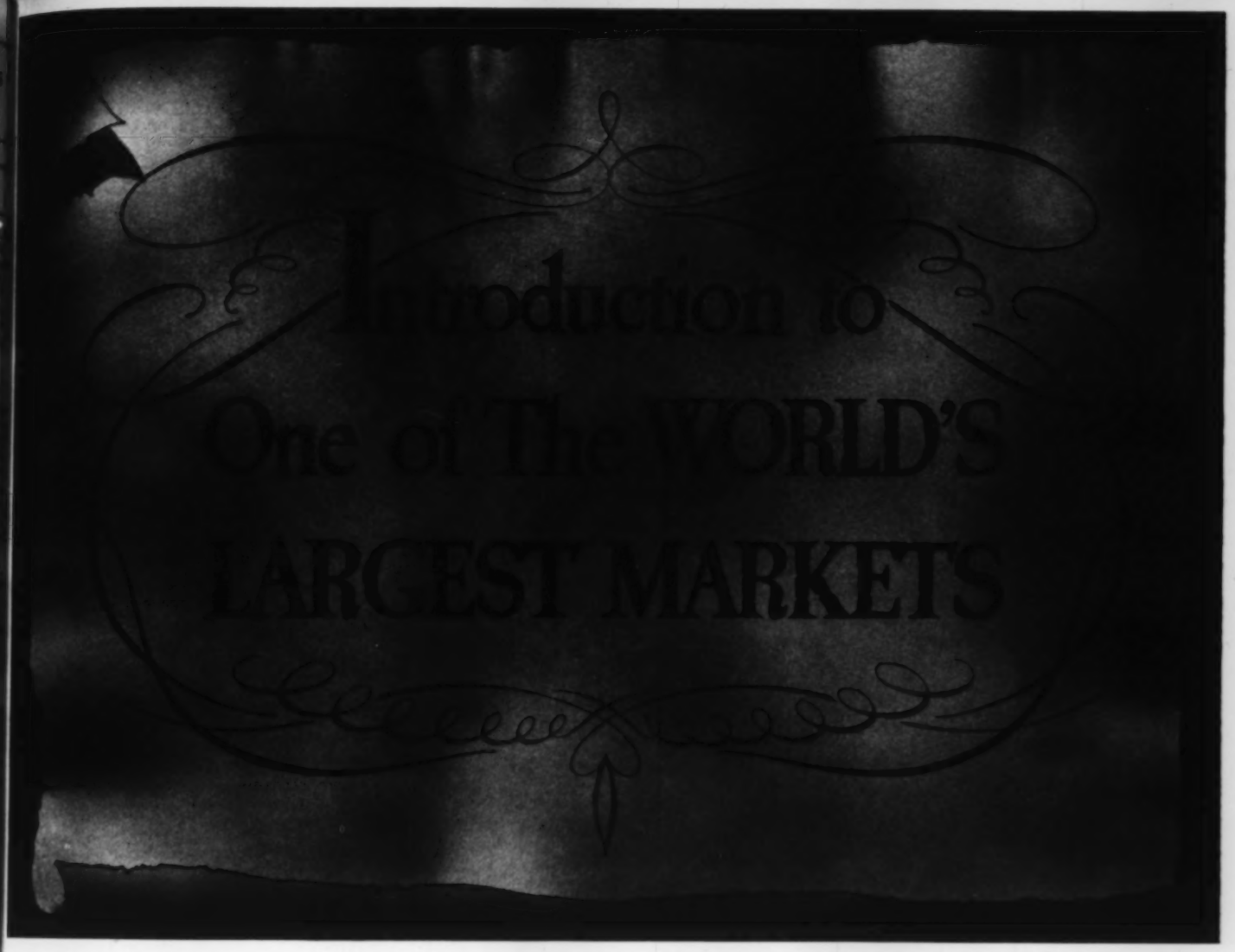
Paul F. Godley

Consulting Radio Engineer

Phone:
Montclair (N. J.) 2-7859



WHEN you buy WLW, you are probably buying at the lowest cost per impression in modern advertising. For the WLW market contains over twelve million people who buy more drug and grocery products than are sold in the five boroughs of New York and the city of Chicago combined. The breadth as well as the intensity of WLW listening, together with the cooperation given us by the wholesale and retail dealers who move your merchandise, form one of the most effective means of directing the distribution and sale of consumer goods products in the history of merchandising.

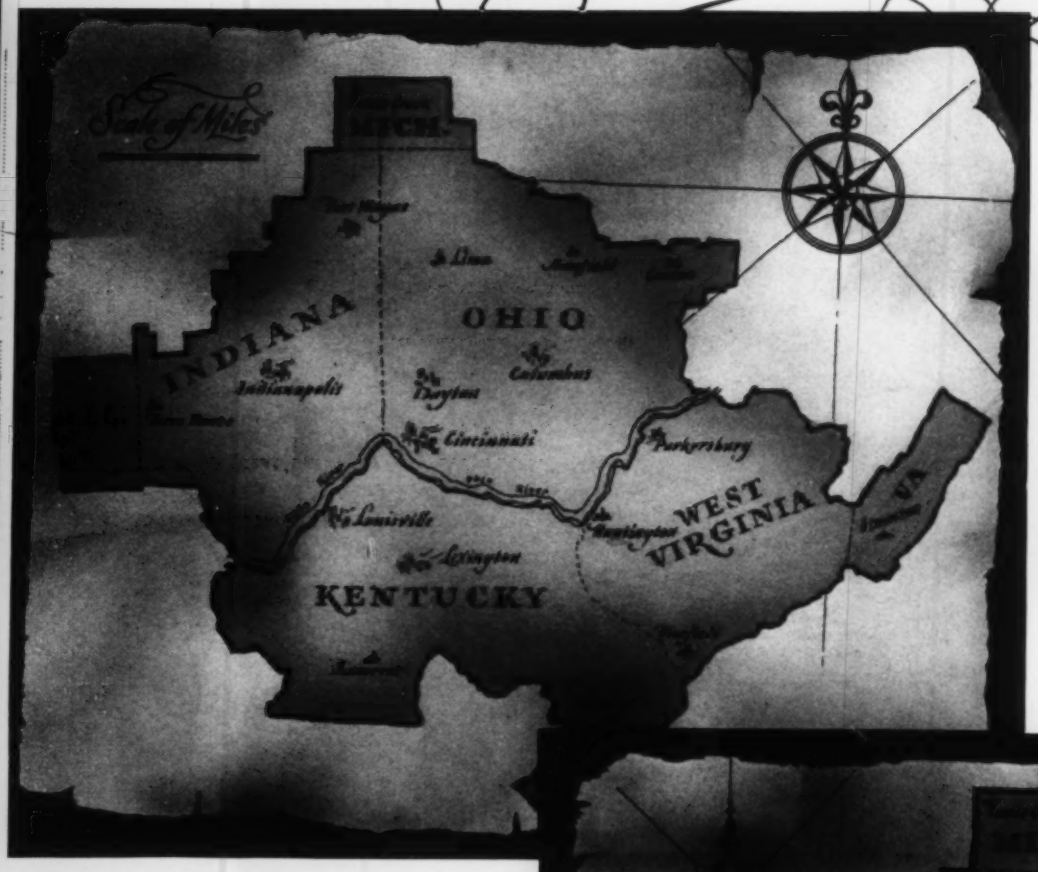
WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION

XUM

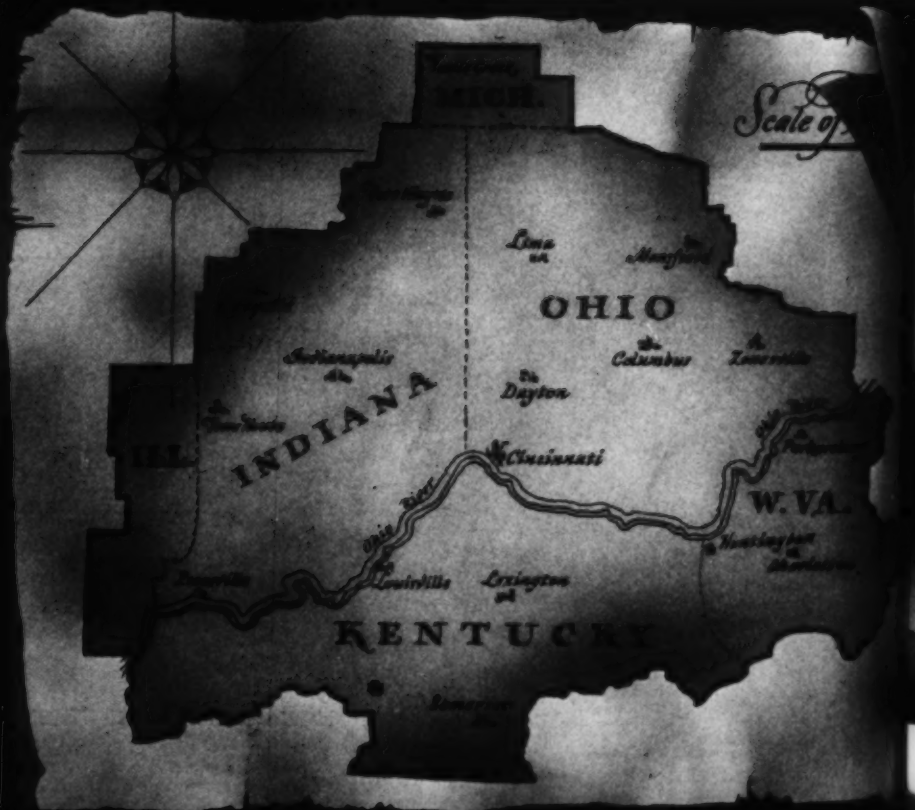
The Four WLW Merchandise-able Areas*



Morning

*These maps do not define the limits of WLW coverage, which extends into portions of several additional states. They indicate the 38 markets in which advertising over WLW enjoys a high degree of merchandise ability with the retailers and wholesalers who move your merchandise

Afternoon



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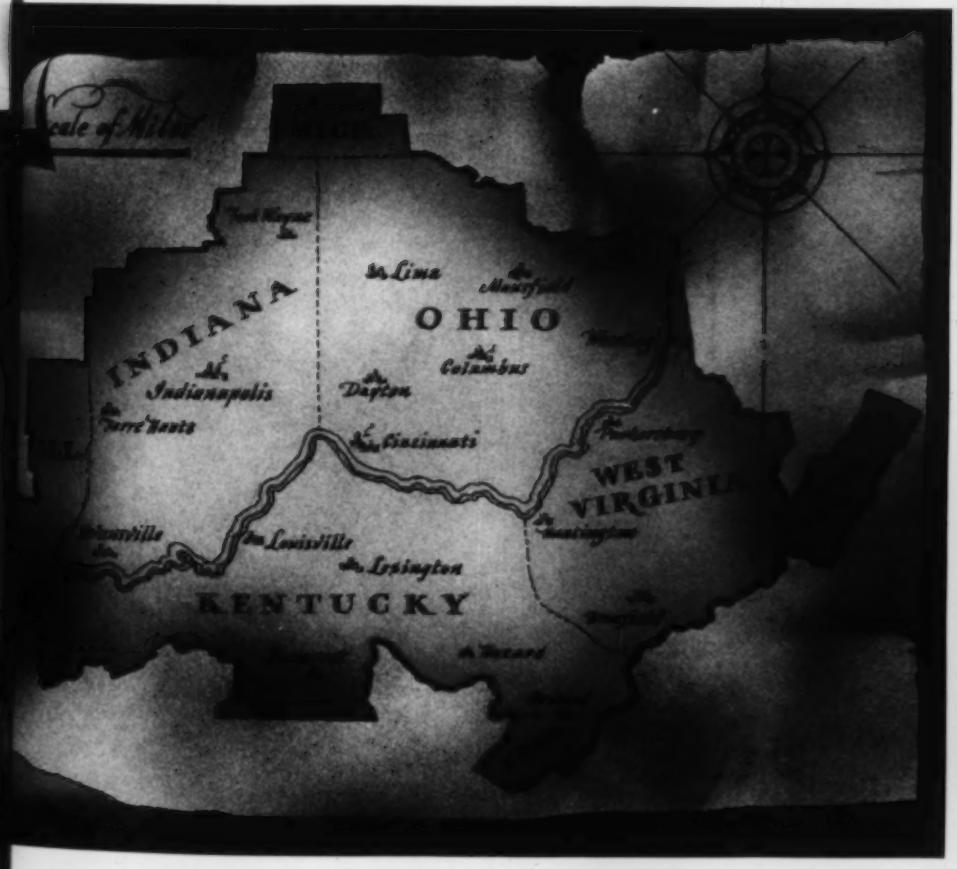
A glance at any one of these maps indicates why WLW cannot be evaluated in the same manner as other powerful stations.

Because of the wide coverage of WLW, and the number and diversity of the markets we reach, we have devised a scientifically accurate method of allocating the WLW radio dollar to 345 Midwestern counties in these Merchandise-able Areas. Since its publication, an increasing number of WLW advertisers have found the Cost Allocation Study helpful in making more effective use of the station that influences so greatly the buying preferences of millions of Midwestern listeners.

Early Evening



Night

SOURCES: Sixteenth Census of U. S., 1940. *All figures projected by NAB Research Dept., from 1940 U. S. Census of Housing Data. ‡Individual income tax returns for 1939 filed in 1940. Bureau of Internal Revenue. †U. S. Dept. of Commerce, Census of Business, 1939 (Grocery and Combination Stores.)

XUM

WSAI SELLS *everything* IN CINCINNATI- *year after year!*

WSAI SELLS APPLIANCES

6 years — "CANAL DAYS."

WSAI SELLS CEREAL and GASOLINE

Used WSAI's coverage of Cincinnati Reds' ball games EXCLUSIVELY in '42.

WSAI SELLS BREAD

5 years — "FANS IN THE STANDS."

WSAI SELLS DRY CLEANING

6 years — NEWS.

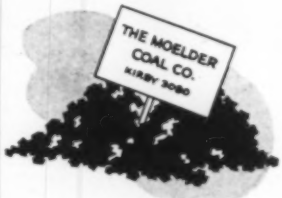
WSAI SELLS FURNITURE

5 years — "REVOLVING BANDSTAND."

WSAI KEEPS SELLING REGULARLY ... IN EVERY "DEPARTMENT"

Leading department store renewed daily quarter hour for TENTH CONSECUTIVE TIME.

WSAI SELLS COAL



4 yrs. — "COL. CUMQUATT."

CINCINNATI'S LARGEST NEWS SCHEDULE FOR ONE ADVERTISE

36 News Shows Week sponsored by Kellogg Product.

popularity plus- WSAI does a good selling job because of its popularity and cooperative dealer relations . . . PLUS aggressive merchandising methods that keep selling your program and product from broadcast to point of sale.

A GOOD STATION IN A FINE MARKET

WSAI'S SALES AIDS

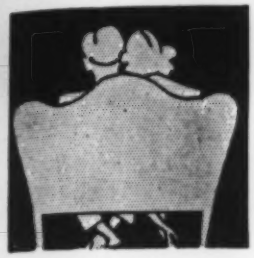
1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

WSAI

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS — 5000 Watts Day and Night

Represented by Spot Sales, Inc.



Have You Had a Date With—

the "sweetest" girl in all the Rockies? If you haven't, you've been missing something!

OF AGE? Just turned 18 — young enough to have the enthusiasm of youth — old enough to know what it's all about!

POPULAR? She's the talk of the Great Salt Lake Valley, and that's something!

BOYFRIENDS? Of course! She has childhood sweethearts by the couch-full—most of whom are asking for dates now more than ever! They're from prominent families out this way—for only a few:

WESTERN AUTO
BENEFICIAL LIFE INSURANCE CO.
SCOWCROFT'S
UTAH CHAIN STORE ASSN.
FEDERAL BUILDING & LOAN
BOYLE FURNITURE COMPANY
ANDERSON JEWELRY COMPANY
FIRST SECURITY BANK
STANDARD OPTICAL COMPANY

A HOME TOWN GIRL? Not when it comes to knowing the boys from out of town! They come from all America for dates with her. She made more new boyfriends during the past year than any of her illustrious sisters —for only a few:

KELLOGG'S
CONTINENTAL BAKING
"666"
ITALIAN SWISS COLONY WINE
CONTINENTAL OIL
ROMA WINE
WHITE OWL CIGARS
BARBASOL
CARTER'S LITTLE LIVER PILLS
CAMPANA ITALIAN BALM
SHERWIN-WILLIAMS
GILLETTE
CRESTA BLANCA WINE
STUDEBAKER
FEEN-A-MINT
ELIZABETH ARDEN

CHEAP? Only in the sense that she doesn't expect her boyfriends to spend a lot of money on her! She's no gold digger!

MUTUAL'S BASIC AFFILIATE FOR "THE GREAT SALT LAKE VALLEY"

KLO

With Studios in Salt Lake City and Ogden

Represented by

JOSEPH HERSHEY McGILLVRA INC.

NEW YORK • LOS ANGELES
CHICAGO • SAN FRANCISCO

RADIO CORRESPONDENTS GALLERIES
Of Congress

Fred W. Morrison, *President* ---------- *Secretary*
Eric Sevareid, *Vice President* Earl Godwin, *Treasurer*
H. R. Baukhage, *Ex Officio*
Telephone: National 3120

House Gallery Extensions: 1410 and 1411
Senate Gallery Extensions: 1263 and 1264
Superintendent of House Gallery—Robert M. Menaugh
Superintendent of Senate Gallery—D. Harold McGrath

Active Members as of Jan. 1, 1943

Network, Station or Service	Name	Office
Atlantic Coast Network	Richard Eaton	3051 Idaho Ave.
Baukhage Radio Associates	Pauline Frederick	1343 H St.
Columbia Broadcasting System	Eric Sevareid	853 Earle Bldg.
	Albert N. Dennis	853 Earle Bldg.
	Ann Gillis	817 Earle Bldg.
	Albert C. Leitch	853 Earle Bldg.
	Ernest D. McIver, Jr.	853 Earle Bldg.
	John K. Purcell	853 Earle Bldg.
	Lewis W. Shollenberger	853 Earle Bldg.
	Albert L. Warner [1]	853 Earle Bldg.
	Leigh White	853 Earle Bldg.
Mutual Broadcasting System	Fulton Lewis, Jr.	1627 K St.
	Frank S. Blair, Jr. [1]	1627 K St.
	Robert T. Brooks [1]	1627 K St.
	Walter Compton	1627 K St.
	Madeline Ensign Cronan	1627 K St.
	Jean Hatton	1627 K St.
	Stephen J. McCormick [1]	1627 K St.
	Fred W. Morrison	1627 K St.
	Billy Repaid	1627 K St.
National Broadcasting Co.	Morgan Beatty [2]	724 14th St.
	Leif Eid	724 14th St.
	Richard L. Harkness	724 14th St.
	Thomas E. Knode [1]	724 14th St.
	Carey Longmire	724 14th St.
	Ralph H. Peterson	724 14th St.
	Leonard Schleider	724 14th St.
	Robert St. John	724 14th St.
The Blue Network	H. R. Baukhage	1343 H St.
	Earl Godwin	724 14th St.
	Joan Harding	724 14th St.
	Phillip N. Joachim	724 14th St.
	William Hillman	724 14th St.
	William R. McAndrew	724 14th St.
	Raymond Gram Swing	1613 19th St.
Transradio Press Service	Jerry Allen (Miss)	1613 19th St.
	Rex Goad	1256 National Press Bldg.
	Don Cook	1256 National Press Bldg.
	Elizabeth Donohue	1256 National Press Bldg.
	Clifford G. McCarthy [1]	1256 National Press Bldg.
	Robert E. Lee Moore	1256 National Press Bldg.
	John Norman [1]	1256 National Press Bldg.
	William H. Pickens	1256 National Press Bldg.
	Macon Reed, Jr. [1]	1256 National Press Bldg.
	Dorothy C. Rockwell	1256 National Press Bldg.
	Merlin F. Stonehouse	1256 National Press Bldg.
	Frederic B. Tuttle	1256 National Press Bldg.
WMAL—The Evening Star Station	William Neel	724 14th St.
	Peter Cousins	724 14th St.
	Wm. Enders Coyle [1]	724 14th St.
	George Gow	724 14th St.
	Daniel J. Regan	724 14th St.
Yankee Network (Boston)	Francis W. Tully, Jr. [1]	1215 National Press Bldg.

[1] On leave of absence during service in the armed forces of the United States.
[2] Now on London staff of NBC.

Associate Members as of Jan. 1, 1943

Affiliation	Name	Address
Columbia Broadcasting System	George Fielding Eliot	485 Madison Ave., N. Y.
	Robert Trout	485 Madison Ave., N. Y.
	Paul W. White	485 Madison Ave., N. Y.
	Robert D. Wood	485 Madison Ave., N. Y.
	Fox Case	CBS Hollywood
Don Lee Network	John B. Hughes	1000 Van Ness Ave., San Francisco
Mutual Broadcasting System	Dave Driscoll	1440 Broadway, N. Y.
National Broadcasting Co.	Don Goddard	30 Rockef'l'r Plaza, N. Y.
	H. V. Kaltenborn	30 Rockef'l'r Plaza, N. Y.
	Lowell Thomas	30 Rockef'l'r Plaza, N. Y.
	John W. Vandercook	30 Rockef'l'r Plaza, N. Y.
	Max Jordan	30 Rockef'l'r Plaza, N. Y.
Transradio Press Service	Herbert Moore	521 Fifth Ave., N. Y.
	Dixon Stewart	521 Fifth Ave., N. Y.
	Charles Hodges	521 Fifth Ave., N. Y.
KMBC, Kansas City, Mo.	Erle H. Smith	KMBC, Kansas City
KTSA, San Antonio, Tex.	Charles C. Shaw	KTSA, San Antonio
KWK, St. Louis, Mo.	Leland L. Chesley	KWK, St. Louis
KYW, Philadelphia, Pa.	James A. Aull	KYW, Philadelphia
WGAR, Cleveland, O.	Kay Halle	WGAR, Cleveland
WIL, St. Louis, Mo.	Melvin Kampe	WIL, St. Louis
WINS, New York, N. Y.	Jerome J. Karpf Jr.	WINS, N. Y.
	Bernard Estes	WINS, N. Y.
	Maurice C. Dreicer	998 Fifth Ave., N. Y.
WKAT, Miami Beach, Fla.	Leslie B. Bain	WKAT, Miami Beach
WMCA, New York, N. Y.	Leon Goldstein	WMCA, N. Y.
WKY, Oklahoma City, Okla.	Robert M. Eastman	WKY, Oklahoma City
WNBF, Binghamton, N. Y.	Jack J. Hand	WNBF, Binghamton

WMBD

THE ONE MEDIUM THAT BLANKETS THE **PEORIAREA**

★ A RICH MARKET FOR *right now!*

★ A RICH MARKET FOR *after the war!*

Peoriarea's diversification of industry and agriculture makes it a top market through good times and bad. Industries here have war orders — but not in such volume that upsetting economic reaction will follow peace. And — WMBD is the ONE medium that blankets Peoriarea! Check the figures below — write for further information.

Just Finished!
CONLAN SURVEY
36,955 Calls

MORNING LISTENERS

WMBD	65.5%
Station A	11.0%
Station B	5.7%
Station C	9.1%
Station D	3.8%
All Others	4.9%

AFTERNOON LISTENERS

50.7%	WMBD
18.2%	Station A
8.4%	Station B
10.8%	Station C
3.9%	Station D
8.0%	All Others

EVENING LISTENERS

WMBD	41.2%
Station A	32.4%
Station B	8.6%
Station C	10.2%
Station D	4.5%
All Others	3.1%

AVERAGE SURVEY

52.5%	WMBD
20.5%	Station A
7.6%	Station B
10.0%	Station C
4.1%	Station D
5.3%	All Others

PEORIA BROADCASTING CO.
Alliance Life Bldg. Peoria, Illinois

FREE & PETERS, Inc.
Exclusive National Representative

WMBD is a member of CBS

Program Popularity in 1942

By A. W. LEHMAN

Manager, Cooperative Analysis of Broadcasting (CAB)

THE YEAR 1942 was the first calendar year in which American radio broadcast the wares of its advertisers under the shadow of war—a global war for the survival of a way of life and the nation. Under the impact of war, the radio record of the year revealed a fulfillment of its promise rather than any widespread change in listening habits.

With a growth in audiences throughout the year, radio revealed itself as a powerful channel of information. In World War I, radio telegraphy—the wireless—was only a means of communication. In the years between, radio grew to maturity as an advertising medium, as a source of entertainment and culture, and even a vehicle of education. But the demands of World War II have given radio the opportunity to show its ability to reach and speak to the people of the nation.

War Messages

Within the month between Pearl Harbor and the New Year of 1942, radio demonstrated not only its great social force, but its vast audience potentials. During those days when public interest was at full pitch, our President twice obtained phenomenal record-breaking audiences expressed in the twin CAB ratings of 83%.

After Americans recovered somewhat from the shock of the not-wholly-unexpected, but treacherous outbreak of war, there was a slight decline in the size of President Roosevelt's radio audiences. His broadcasts, however, continued to draw twice the listeners of his 1941 pre-Pearl Harbor addresses. Four talks measured by CAB between March 15 and Dec. 1, 1941, averaged 31%, while five Presidential addresses of 1942 were recorded at from 45.8 to 83% and yielded an average of 61%.

These Presidential addresses, broadcast over all the major networks, were rated as follows:

Jan. 6, Roosevelt's Address to 77th Congress, 12:30 p.m., 52.0.
Feb. 23, Roosevelt, "Progress of the War", 10:00 p.m., 83.0.
April 28, Roosevelt, "War Economy", 10:00 p.m., 69.5.
Sept. 7, Roosevelt, "Cost of Living", 9:30 p.m., 55.8.
Nov. 17, Roosevelt, Herald Tribune Forum Address, 10:30 p.m., 45.8.

The address on the "Progress of the War" tied two previous broadcasts at the all-time high. The April 28 talk on War Economy ranked fifth among the President's radio efforts, being just a few points behind his famous Greer Incident speech in the fall of 1941 which was recorded at 72.5.

I—Set-Owners Hearing One or More News Broadcasts

(Based on Wednesday night first nine months of 1942 vs. first nine months of 1941)

	Between 5 - 7 P. M.		Between 7 - 9 P. M.		Between 9 - 12 P. M.	
	1941	*1942*	*1941*	*1942*	*1941*	*1942*
January	27.7%	35.3%	12.6%	17.2%	18.3%	21.5%
February	25.0	31.6	10.5	15.9	19.0	22.3
March	27.7	29.8	10.5	15.6	17.9	21.0
April	26.1	25.9	10.8	12.1	16.6	17.6
May	21.5	22.8	9.6	12.0	18.1	18.2
June	20.3	26.6	8.5	12.3	15.9	15.4
July	18.1	26.5	9.8	8.9	14.4	25.2
August	18.6	24.2	9.3	12.3	15.7	15.9
September	19.6	35.4	9.3	12.8	16.9	17.7
Average—First Quarter	26.8	32.2	11.2	16.2	18.4	21.6
Average—Second Quarter	22.8	25.1	9.6	12.2	16.9	17.1
Average—Third Quarter	19.4	28.7	9.5	11.3	15.7	19.6
Average—Nine Months	23.0	28.7	10.1	13.2	17.0	19.4

II—Monthly Ranking of the Ten Leaders For Seven Winter Months—1942

	For the Period	*Jan.*	*Feb.*	*March*	*April*	*Oct.*	*Nov.*	*Dec.*
Fibber McGee & Molly	1	1	1	3	1	2	1	2
Jack Benny	2	2	3	1	3	3	2	3
Chase & Sanborn	3	3	2	2	2	4	3	1
Bob Hope	4	6	5	6	NB	1	4	4
Aldrich Family	5	4	4	4	4	5	6	9
Lux Radio Theatre	6	5	6	5	5	7	5	6
Maxwell House	7	7	7	7	6	10	8	8
Kraft Music Hall	8	10	8	9	7	8	7	5
Walter Winchell	9	9	9	12	13	9	11	NB
Kate Smith Hour	10	8	10	8	10	13	15	15

NB—Not Broadcast.

III—Monthly Ranking of the Ten Leaders For Five Summer Months—1942

	For the Period	*May*	*June*	*July*	*Aug.*	*Sept.*
Chase & Sanborn	1	1	1	NB	NB	1
Lux Radio Theatre	2	3	3	NB	NB	3
Aldrich Family	3	2	2	NB	1	2
Kraft Music Hall	4	6	4	*	2	5
Maxwell House-a	5	5	5	4	4	4
Mr. District Attorney	6	4	6	3	3	7
Jergens Journal—Walter Winchell	7	7	7	2	*	8
Hit Parade	8	8	8	1	5	10
One Man's Family	9	9	10	5	7	6
Rudy Vallee	10	10	9	*	6	9

* Not rated.
a—also called Post Toasties Time.
NB—Not broadcast. Only programs broadcast three or more months out of the five summer months were used for the purpose of this analysis.

Two of Prime Minister Winston Churchill's orations were rated by CAB during 1942. One broadcast on Feb. 15 was scored at 41% of radio set-owners, while he was rated 27.4 on May 10. Both were on Sunday afternoon. The Feb. 15 broadcast, Churchill's second most popular effort, was surpassed only by his famous speech before a joint session of the Congress of the United States (Dec. 26, 1941). The May 10 talk ranked third among the six Churchill addresses which the CAB has measured since earlier in 1941.

An increase in a fortnight's time of 30 to 40% in listening—same programs, same days of the week—could only have provoked outspoken disbelief at any time before America went to war. But the shifting tides of battle in the global war have produced these sharp shifts in listening to radio news programs.

The American landing in North Africa is a case in point. Loudspeakers pouring out reports of action at Oran, Algiers, Casablanca, and other African ports attracted listeners who saw the dawn of victory in the efficient display of Anglo-American initiative.

CAB investigation of listening Nov. 8, 9 and 10—the troop landings began Nov. 7—found that commercial network news broadcasts had an average rating of 8.9 by day-part and 9.5 by coincidental. Two weeks earlier, and on the same days of the week, Oct. 25, 26 and 27, news programs had a day-part average of 6.2 and a coincidental rating of 7.3. The rise in the day-part average amounted to a fat 43.5%, while for the coincidental audience score it was a fulsome 30.1%. Either gain was unmistakable evidence again, and for the umpteenth time, that war news has a compelling urgency absent in the peacetime affairs of the world.

But increases in news listening were not confined solely to commercial network news programs. Probably the most outstanding radio development in 1942 was the marked rise in listening to all news programs as shown in Table I.

Nighttime Leaders

For December, 1942, the 20 programs the CAB scored as nighttime leaders, listed in order of the size of their ratings, were:

Chase and Sanborn Program
Fibber McGee and Molly
Jack Benny
Pepsodent Program—Bob Hope
Kraft Music Hall
Lux Radio Theatre
Red Skelton
Maxwell House Coffee Time
The Aldrich Family
Kay Kyser
Rudy Vallee
Fitch Bandwagon
Mr. District Attorney
Time to Smile—Eddie Cantor
Kate Smith Hour
One Man's Family
Hit Parade
Texaco Star Theatre—Fred Allen
Abie's Irish Rose
The Great Gildersleeve

In comparison with the year before there is little change in this roster of radio's great productions. The programs that were not in the previous year's list are: Rudy Vallee, Mr. District Attorney, Hit Parade, Abie's Irish Rose and The Great Gildersleeve. Of these five, two—Abie's Irish Rose and The Great Gildersleeve—are relatively new to radio. The former, a radio version of one of Broadway's famous attractions, was first broadcast in January, 1942, earning an initial rating of 11.8. The Great Gildersleeve made his debut in September, 1941, with an opening score of 5.6. There again is the evidence that many leading radio programs start with modest, if not low, ratings.

In Table II the ten nighttime leaders for the winter months—the traditional standard time period—are given by rank. Changes in po-

By night as well as by day

YOUNGSTOWN SKIES ARE BRIGHT

● Advertisers cannot afford to overlook this rich market of 372,428 people (106,000 radio homes) and approximately $200,000,000 annual retail sales.

For information as to what C. E. Hooper, Inc., learned of the listening habits of this, Ohio's third largest trade area and the 34th metropolitan district in the U. S., address

WFMJ

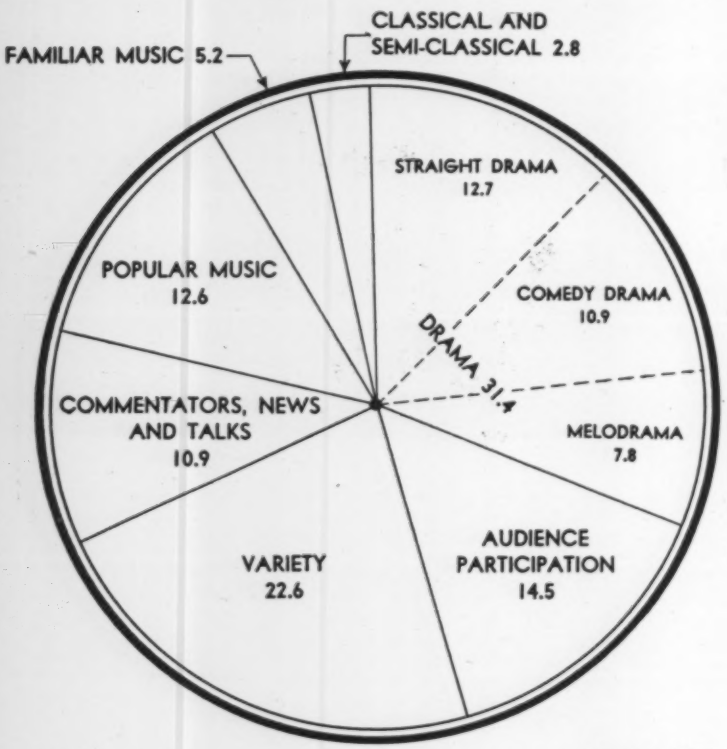
Youngstown, Ohio

Member of the Blue Network

Headley-Reed Co., *National Representatives*

New York • Chicago • Detroit • Atlanta • San Francisco

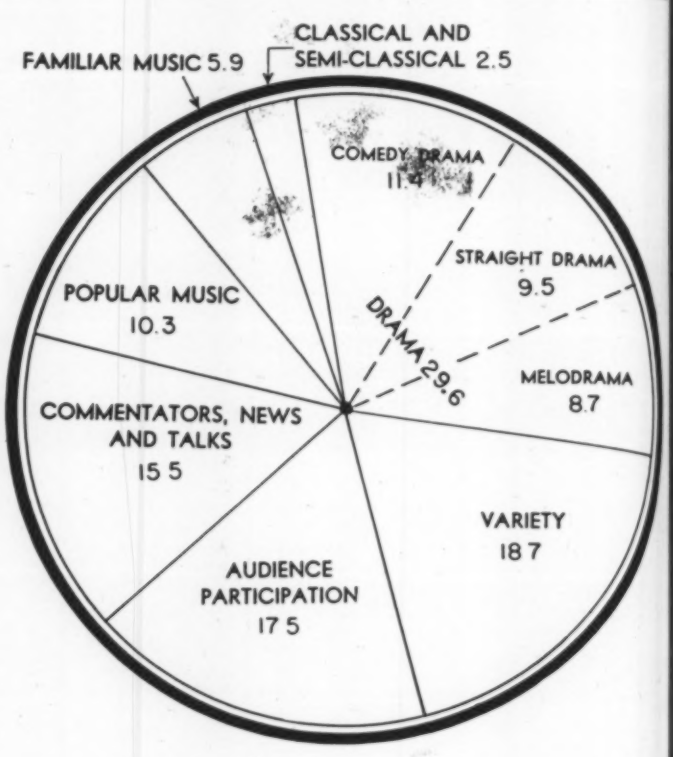
IV—Comparison by Program Types of Ratings And Amount of Time on the Air
Nighttime Programs
(October 1941-April 1942)



Type of Program	Ratings Average	Rank	Range Low	Range High	No. of Programs	Amount of Time On The Air % of Time	Rank in % of Time
Variety	16.1	1	1.9	36.5	29	22.6	2
Audience Participation	11.4	2	2.1	22.4	22	14.5	3
Drama							
Straight	12.4		5.7	31.6	19	12.7	
Comedy	10.9		3.5	33.1	14	10.9	
Melodrama	9.9		4.8	20.9	12	7.8	
All Drama	11.3	3	3.5	33.1	45	31.4	1
Popular Music	8.7	4	1.8	21.9	13	12.6	4
Classical & Semi-classical Music	8.4	5	2.8	13.3	4	2.8	7
Familiar Music	7.4	6	1.7	11.6	8	5.2	6
Commentators, News, Talks	5.3	7	1.0	22.7	19	10.9	5

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week rate as 1¼ hours per week, 15-minute programs 3 times a week ¾ hour, etc.

V—Comparison by Program Types of Ratings and Amount of Time on the Air
Nighttime Programs
(May-September 1942)



Type of Program	Ratings Average	Rank	Range Low	Range High	No. of Programs	Amount of Time on the Air % of Time	Rank in % of Time
Variety	13.4	1	1.6	34.3	32	18.7	2
Drama							
Straight	10.0		3.3	24.8	16	9.5	
Melodrama	8.1		2.7	18.4	9	8.7	
Comedy	9.1		3.0	24.6	13	11.4	
All Drama	9.2	2	2.7	24.8	38	29.6	1
Audience Participation	8.3	3	2.0	15.3	21	17.5	3
Familiar Music	7.6	4	4.8	9.6	7	5.9	6
Popular Music	6.9	5	2.4	16.3	12	10.3	5
Semi-classical	5.7	6	2.7	7.5	3	2.5	7
Commentators, news, talks	4.9	7	1.7	17.4	17	15.5	4

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week rated as 1¼ hours per week, 15-minute programs 3 times a week ¾ hour, etc.

sition during the seven months are few. Eight of the ten were among the ten leaders for the same months of 1941. New to this group, when compared with the same period of 1941, are Kraft Music Hall and Walter Winchell.

A noteworthy development in network radio during the summer months of 1942, the traditional daylight saving period, is the stability in the rankings of the leaders (Table III). This lack of fluctuation is particularly significant in comparison with the wide variations which have occurred regularly in many previous summers.

Leading Daytime Programs

The network weekday leaders of December, 1942, in the order of the size of their ratings, were:

Kate Smith Speaks
Big Sister
Our Gal, Sunday
Romance of Helen Trent
Ma Perkins
Life Can Be Beautiful
Right to Happiness
Aunt Jenny's Stories
Road of Life
Pepper Young's Family

Seven of the ten were also on the previous year's roll of leaders, while three appeared among the ten having the largest audiences during December, 1940. The three which were not on the 1941 roster are: Big Sister, Aunt Jenny's Stories, and Pepper Young's Family. All, however, are relatively old serials having been broadcast for at least five years.

Like the nighttime list, the daytime schedule discloses little change during the past year.

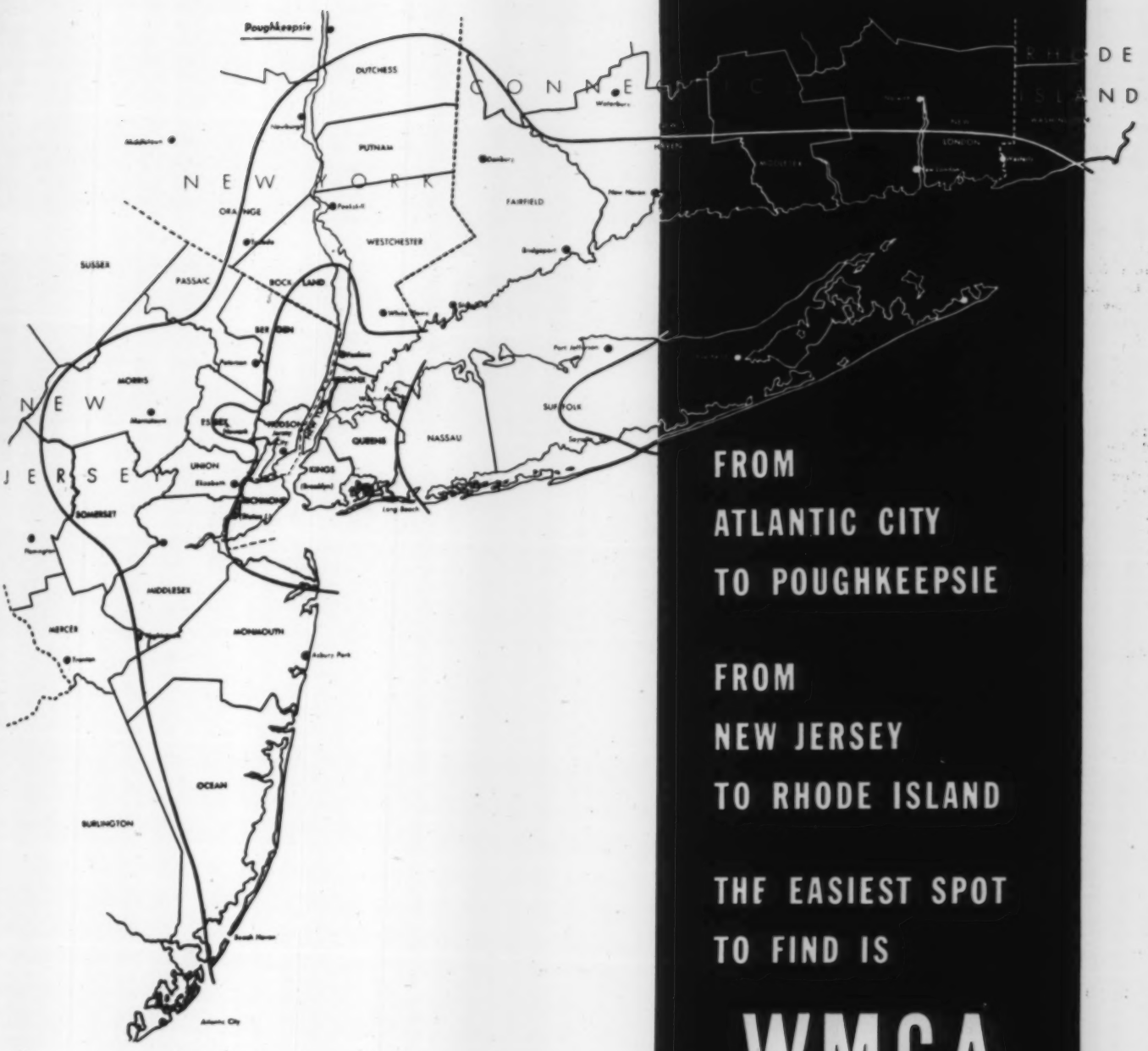
The foregoing group lists only 15-minute programs broadcast each weekday—that is, Monday to Friday, inclusive. If the Sunday presentations were added, three more programs would be included: The Pause That Refreshes On The Air, Prudential Family Hour, and William R. Shirer. These would place respectively in fourth, sixth, and seventh positions. In the previous year these same programs not only placed among the leading daytime productions, but two of them outrated the weekday offerings.

The average rating of the ten weekday leaders for December of 1942 works out at a little better than ten, and permits the significant comparison with the average rating of eight for the leaders of the same month of 1941. The ratings of the three Sunday shows, moreover, are, in each instance, slightly higher than a year ago.

Programs by Types

Since the winter of 1939-40, when audience participation* programs reached a high level of popularity, there has been little change in program types until 1942. That year brought the definite emergence of the comedy drama. During the summer of 1942 not only the amount of time devoted to comedy plays increased,

* Audience participation (programs in which members of the audiences actually or vicariously participate) emerged as a type in the winter of 1937-38. During that period they had an average rating of 9.7. The following winter season they averaged 10.5. In 1939-40 they moved to 11.4, and held that average for the two succeeding winters.



FROM
ATLANTIC CITY
TO POUGHKEEPSIE

FROM
NEW JERSEY
TO RHODE ISLAND

THE EASIEST SPOT
TO FIND IS

WMCA

FIRST ON NEW YORK'S DIAL

570 kc.

America's Leading Independent Station

64 newspapers in this area regularly list WMCA programs . . . more than twice as many as list the next New York independent station.

REPRESENTATIVE: WEED & COMPANY · CHICAGO · DETROIT · HOLLYWOOD · BOSTON

but the average rating for last summer climbed to 9.1 as against 6.9 for the previous summer. Another development of 1942 was an increase in the number of commentator and news programs. (see charts IV and V).

The Audience Level

On the whole, 1942 audiences of nighttime network programs exceeded somewhat those of the previous year. Generally, the upswing from 1941 was more substantial in the latter half of the year.

This rise is reflected in the distribution of program ratings for December month (Table VI).

Special Events

In addition to gauging the audiences of President Roosevelt and Prime Minister Winston Churchill, the CAB also recorded ratings for several other noteworthy speeches and programs in 1942:

Secretary of State Cordell Hull's talk on "The Seriousness of the War", delivered on July 23, which was scored at 34, is the highest rating the CAB has credited any member of President Roosevelt's cabinet.

The President, the Vice-President, and the Secretary of Agriculture, speaking on a 15-minute program celebrating the ninth anniversary of the Administration's Farm Program, March 9, were heard by 49% of radio set-owners.

The talk, entitled "A visit to the United States Forces in Britain", which Mrs. Roosevelt broadcast Nov. 20 at 9 p.m. over the NBC network upon her return from overseas, yielded a rating of 10.9.

Sports

As usual, the CAB in 1942 reported on many sports events, including 11 boxing matches, numerous baseball games, the All-Star games, and the World Series.

Boxing—11 fights were rated in 1942 as against 17 such events tabulated in 1941. Of these 11 blow-by-blow broadcasts, only one was a championship affair—the Louis-Baer bout broadcast over the Mutual Broadcasting System at 10 p.m. on Jan. 9. This leading fight of the year was tallied at 43.5. The ratings of the 10 other matches ranged from 2.5 to 6.7.

Baseball—Throughout the season, the CAB reported on listening to play-by-play descriptions of both major and minor league games broadcast in CAB cities. The monthly averages of these games were below those of the previous season. The figures for both years are:

	1941	1942
May	15.6	13.5
June	14.6	13.9
July	15.1	12.8
August	13.6	12.3
September	15.7	13.1
Season average	15.0	13.2

The All-Star games of 1942, played (and broadcast over Mutual) on July 6 and 7, drew large audiences. The first game, played between the American and National League teams in New York, had a rating of 16.1. On the following evening the game played in Cleveland between the American League and Service Team had a rating of 15.2.

The World Series broadcasts of 1942 reached a mark of 30.1. This rating of the championship battle between the St. Louis Cardinals and the New York Yankees compared favorably in size of audience with previous years. Since 1939 the broadcasts of World Series games have been presented exclusively over the Mutual Broadcasting System. These one-network broadcasts have ranged in rating from 21.3 to 32.8. In 1939 the New York Yankees-Cincinnati Reds series rated 21.3. In 1940 the series between the Cincinnati Reds and the Detroit Tigers rated 25.2. The record for a one-network World Series presentation was made in 1941 when an audience measuring 32.8 was recorded for the five-game contest between the New York Yankees and the Brooklyn Dodgers.

The highest World Series rating ever reported by the CAB was the 1935 Detroit Tigers-Chicago Cubs Series which, broadcast over the Columbia, National, BLUE, and Mutual networks, attained a rating of 35.

VI—Distribution of Sponsored Network Nighttime Programs According to Ratings—December

Rating (% of Set Owners)	1942 No. of Programs	1942 % of Total	1941 No. of Programs	1941 % of Total
40% and over	4	3.3	0	0
35.0—39.9	0	0	2	1.8
30.0—34.9	5	4.2	3	2.6
25.0—29.9	4	3.3	2	1.8
20.0—24.9	8	6.7	6	5.3
15.0—19.9	15	12.5	14	12.4
10.0—14.9	37	30.8	32	28.3
5.0— 9.9	30	25.0	34	30.1
0.0— 4.9	17	14.2	20	17.7
	120	100.0	113	100.0

What the CAB Is

Today the CAB is the only non-profit organization engaged in research in radio program popularity. Functioning for the mutual information of its members, the CAB, moreover, is the only service that is officially charged with the duty of measuring radio listening.

The CAB had its beginnings in 1929 and took shape five years later as a non-profit enterprise. The seed was the skeptical curiosity with which the radio committee of the Assn. of National Advertisers viewed the value of radio listening, particularly the size of program audiences. The interest, quickened by the committee's quest for information, led a handful of leading radio advertisers to finance individual surveys. The findings, which indicated the need as well as the value of continuous and cooperatively financed research, were founded into a report which the ANA published.

The report, highlighting the usefulness of guideposts in the maze of claims and uncertainties that had mushroomed with the swift growth of the newcomer among advertising media, prompted the committee to request Crossley Inc., to plan a cooperative system of investigation. Field work began March 1, 1930 — less than 14 months after the ANA committee's first report—and has continued uninterruptedly ever since.

Supervision in the first four years of operation was exercised by the ANA committee in conjunction with a companion committee of the American Assn. of Advertising Agencies. A reorganization in 1934 led to the appointment of a governing committee—now the board of governors—in which both agencies and advertisers have an equal voice in supervision. Thus, the CAB is truly representative of all the buyers of radio time and talent. The board, nominated by the AAAA and the ANA, now contains three agency members and an equal number of advertiser members.

Improvements Adopted

The board fixes all policies of the CAB, including, of course, those governing the standards and techniques of research, membership rules, and the compilation and dissemination of information. An outstanding policy of the board has been its determination continually to foster the development and the improvement of the CAB techniques. The end in view is the perfection of the ideal program popularity measurement. According[ly] the CAB has always devoted [a] share of its income to experimen[t]tation. As a result, the CAB [has] offered its subscribers improv[ed] service time after time.

The cost of the CAB is [not] borne by the leading advertis[ing] agencies, advertisers and network[s]. Operating funds are collected [in] dues prorated in accordance [with] each member's interest in radio [ad]vertising.

The Method Today

October, 1942, marked the intro[duction] of the CAB's latest im[prove]ment. It provides a du[al] measurement of program popul[ar]ity.

Up until then the CAB [has] measured only conscious impr[es]sion. The day-part telephone [tech]nique, sometimes loosely ter[med] "recall", ascertained the popul[ar]ity of programs that possess[ed] memory value. But the 1942 [im]provement, in essence, utilized [the] coincidental telephone technique [to] measure the flow of listening [ir]respective of memory value. Actu[al]ly the two techniques—day-p[art] and coincidental—have been pa[in]stakingly integrated. Members [now] have in a single service two [com]plementary yardsticks.

The coincidental rating [sets] the average audience of every [net]work program at the minute [of] the interviews. The day-part rat[ing] reports the conscious impr[es]sion that every network progr[am] has created. Ratings are expres[sed] in percentage terms—that is, [a] rating of 20 means that 20 out [of] 100 heard a program. Coincide[ntal] ratings are computed on the [to]number of dialings regardless [of] whether the interviews were com[-]pleted. Completed telephone [in]views, of course, are the base [for] calculating day-part conscious [im]pression ratings.

CAB Sample Enlarged

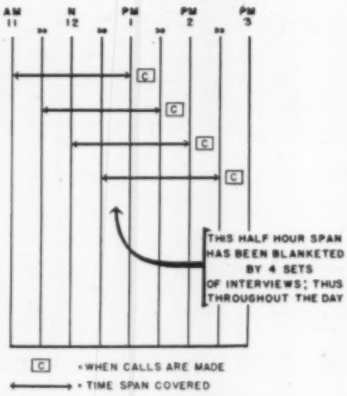
The number of day-part [in]views, moreover, was *not* redu[ced] when the coincidental techni[que] was added. The number has actu[al]ly increased. The CAB cross s[ec]tion today, in consequence, is lar[ger] er than ever.

Simultaneously with the addi[tion] of the coincidental technique, t[he] CAB again refined its day-p[art] technique. Unique overlapping [of] interviews has reduced the int[er]val between broadcasts and int[er]views to an average of one ho[ur] except for late-at-night progra[ms]. Thirty-two day-parts, instead [of] eight, are now used, and each da[y]part overlaps three others. The re[-]sult is a continuous flow of da[y]part interviews through the broa[d]casting day. Although the ov[er]lapping technique has an intrica[te] sound, its simplicity is fully re[-]vealed in Chart VII.

CAB investigators work simu[l]taneously 168 days of the year [in] 33 major cities from coast to coa[st]. The geographical distribution [of] calls coincides with the distributi[on] of radio sets and the calls are cl[as]sified by income groups.

CHART VII

CONTINUOUS DAY PART'S OVERLAPPING TECHNIQUE


AM 11
N 12
PM 1
PM 2
PM 3
C
THIS HALF HOUR SPAN HAS BEEN BLANKETED BY 4 SETS OF INTERVIEWS; THUS THROUGHOUT THE DAY
C = WHEN CALLS ARE MADE
= TIME SPAN COVERED

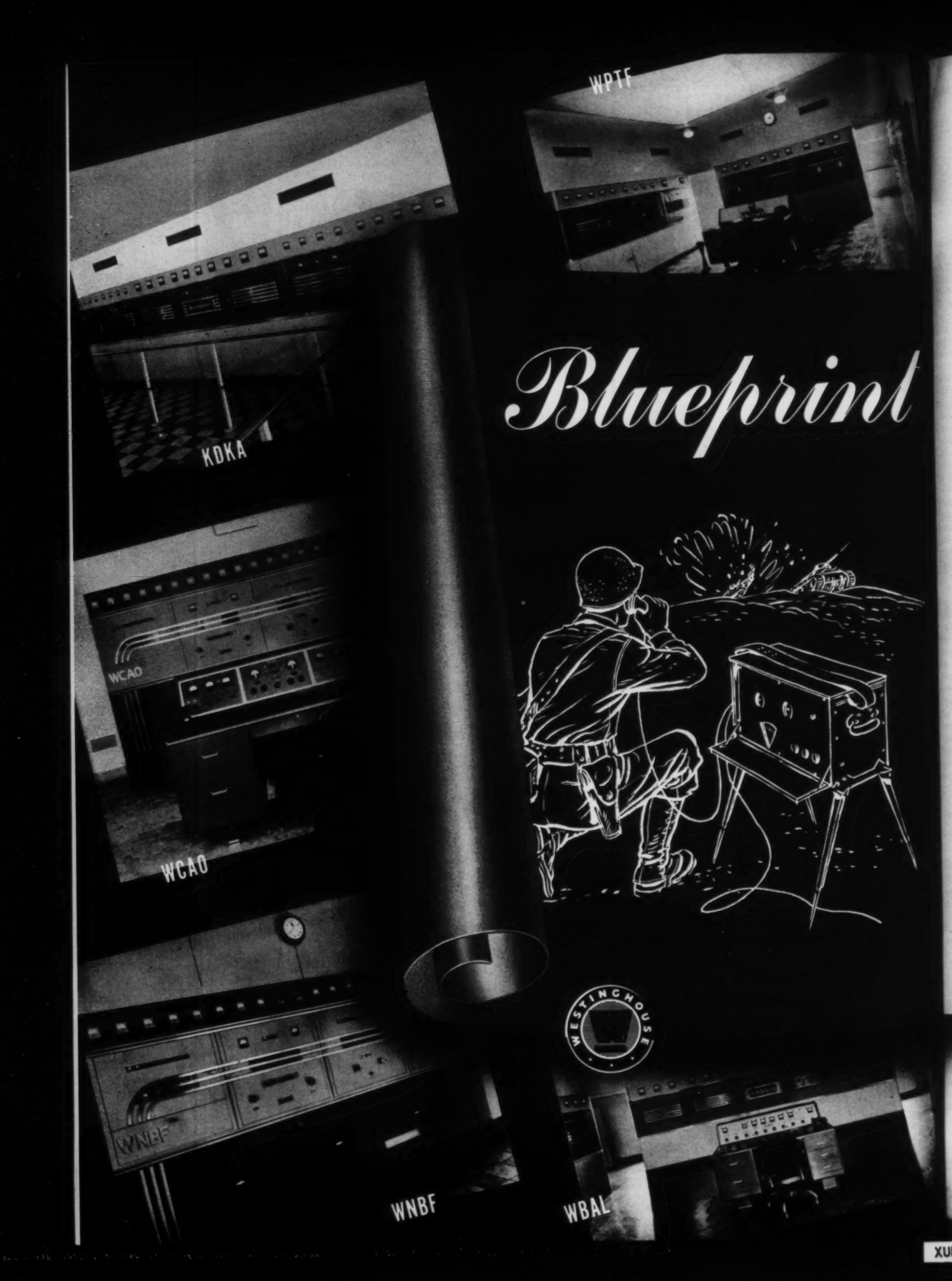
XUM

AP News for radio is available exclusively through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N. Y.


WPTF
KDKA
Blueprint
WCAO
WCAO
WESTINGHOUSE
WNBF
WNBF
WBAL

for tomorrow . . .

The design ideas embodied in Westinghouse transmitters have gained them an enviable reputation among progressive radio stations throughout the country. Air-cooled tubes, fuseless protection, surge-proof metal rectifiers and simplified metal unit design are providing these stations with advantages that are particularly valuable at this time.

Today, the skills and abilities that created the economy, simplicity and operating reliability of these fine transmitters are engaged 100% in war production. Westinghouse radio manufacturing facilities are now building "walkie-talkies", radio locators, aircraft transmitters, and many other types of radio apparatus required for war.

In addition, Westinghouse radio research talents are searching the field of electronics—finding new and better methods that will keep this equipment second to none.

From this, comes our blueprint for tomorrow.

Out of these developments veiled in military secrecy and the new discoveries yet to be made, will come peacetime contributions that will make Westinghouse radio apparatus finer than ever.

J-08050

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Audience Size Trends

By MATTHEW N. CHAPPELL, Ph.D.
Consultant to C. E. Hooper, Inc.

BATAAN, War Time, gasoline rationing, victory in the Solomons, the second front! One who would summarize the highlights of radio audience behavior in the epic year of 1942 finds no dearth of major influences at work. Some of the predictions made by the writer in this space last year were amply borne out, others were refuted by the complex year. Generally speaking, evening Sets-In-Use were higher and daytime Sets-In-Use were lower in 1942 as compared with 1940 and 1941.

The four fundamental measurements which are basic to the operation of the radio industry are:

(a) The "Available Audience"—the percent of the population at home and awake at a given time.

(b) "Sets-In-Use"—the percent of homes listening to the radio at a given time.

(c) "Ratings"—the percent of homes listening to specific programs.

(d) "Sponsored Broadcast Hours"—the number of network hours per week devoted to sponsored programs.

Two of these—"Sets-In-Use" and "Available Audiences" — have reached new highs in interest during the last year as a result of the operation of important and compensating groups of influences. Greater employment, Red Cross and Civilian Defense activities on the one hand; and gasoline rationing, rubber shortage, governmental pressure to save money and to restrict rail and bus travel on the other, are all forces tending to influence the size of the "at home" segment of the population—the "Available Audience" from which radio recruits its listeners.

The data used in this analysis were obtained by C. E. Hooper Inc., using the telephone coincidental method. Hooper interviewers in 32 large cities geographically well distributed call homes continuously during the broadcast of programs and ask the following questions:

1. Were you listening to your radio just now?

2. To what programs were you listening, please?

3. Over what station is that program coming?

4. What advertiser puts on that program?

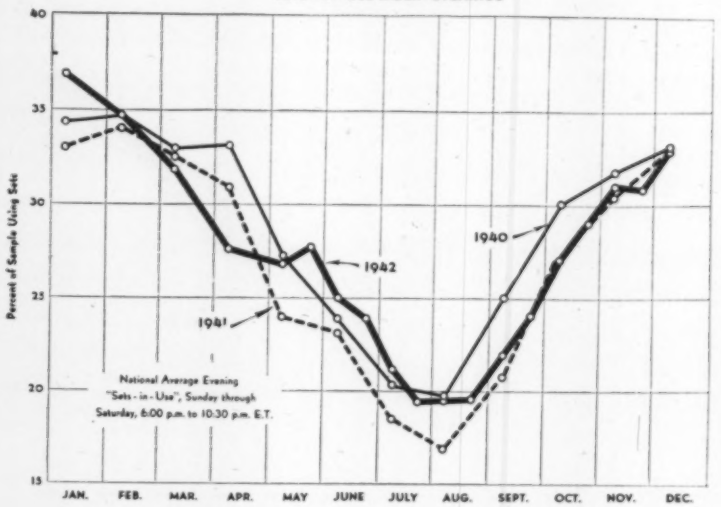
Hooper interviewers check daytime programs continuously during one week of each month. Two studies of evening programs are currently made by C. E. Hooper Inc.—a policy which was adopted in May 1942. The first study is made in the evening of the first week of each month and the second in the third week.

CHART I

HOOPER NATIONAL TRENDS

January 1940 - December 1942

SETS - IN - USE INDEX - EVENINGS



Evening Audience Trends

The trends of "Sets-in-Use" and "Available Audience" for daytime and for evening over the period January 1940-December 1942 are shown graphically in the accompanying charts.

Charts I and II show the monthly national evening "Sets-in-Use" and "Available Audience" indexes for each of the three years—1940, 1941, 1942. The outstanding characteristic of both sets of curves is their seasonal variations. Both the "Available Audience" and the "Sets-in-Use" index tend to reach maxima in midwinter and minima in midsummer.

Chart I represents the Hooper Evening "Sets-in-Use" index from January 1940 to December 1942. It will be seen that in 1942 "Sets-in-Use" started the year with a monthly high for the three-year period covered. This was the month following Pearl Harbor. "Sets-in-Use" remained high in February. March 1942 was slightly lower than in the two preceding years but the difference was small. However, in April 1942 a major drop occurred which was not found in the two preceding years. In 1940 and 1941, a sharp drop was experienced from April to May, a month later. Daylight Saving Time was initiated late in April in 1940 and 1941, but War Time was inaugurated in February 1942. It seems probable that the mild weather, together with the added hour of daylight in April 1942, accounts for the sharp decline in April evening "Sets-in-Use." If this is the case, War Time advanced the seasonal decline about a month, and a similar influence should be expected f the duration.

In May 1942 gasoline shortag began to be experienced on th Eastern Seaboard and on May 1 ration cards were issued in th area. At the same time the Go ernment requested that travel i other areas be reduced to a mi mum. It was in this month al that C. E. Hooper Inc. adopted th policy of making two eveni studies a month instead of one.

The first Hooper survey in M 1942 was made just before and th second just after ration cards we issued in the East. It will be see from the chart that the second M study showed an increase in "Set in-Use" instead of the usual se sonal decline. "Sets-in-Use" f 1942 remained above the levels 1940 and 1941 until the middle July. The figures for 1942 remai about at the 1941 levels from Au ust through November, and en the year in December, follow nationwide gasoline rationi slightly above the 1940 and 19 levels.

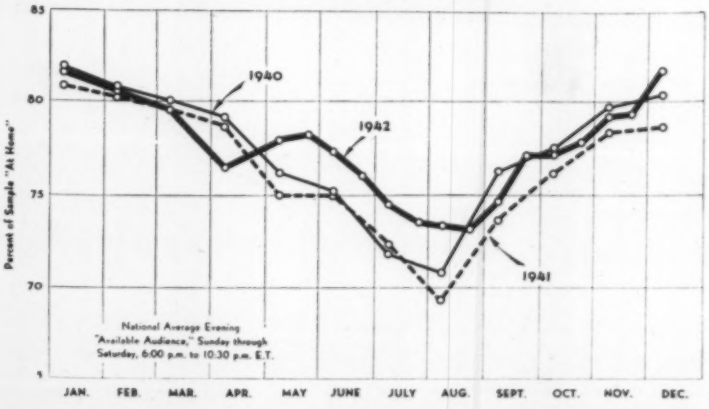
Examination of Chart II, wh represents the evening "Availa Audience" index, reveals chan which parallel those reflected the evening "Sets-in-Use" ind trends. The year started with t evening "Available Audience" about the 1940 level. It fell sharp in April, as did the evening "Se in-Use" index, and took a mar rise in May with the restriction travel. It remained well above t 1940 and 1941 levels until the mi dle of August 1942. From Aug through November, it fell, for t most part, between the 1940 a the 1941 levels. And in Decemb following nationwide gasoline r tioning it hit another monthly hi for the three years.

CHART II

HOOPER NATIONAL TRENDS

January 1940 - December 1942

AVAILABLE AUDIENCE INDEX - EVENINGS



Daytime

The daytime conditions are re resented in Charts III and I [see page 48]. These charts a based on Monday through Fri data only.

The Chart III shows the dayti "Sets-in-Use" index trends. D time "Sets-in-Use" in 1942 star the year below the 1941 and 19 levels and remained below throu April. In May 1942 the seasc trend was reversed and the d time "Sets-in-Use" index rose t level above that of 1941 but w still appreciably lower than t 1940 level. It remained higher th 1941 through June, and in Ju 1942 fell to the lowest point reac in the three years, remaining l low the 1940 and 1941 levels u November when, following the Sic mons victory and the invasion Africa, daytime "Sets-in-Use" r to slightly more than the 1941 l

★ 1540-RADIO'S GREATEST FREQUENCY

ASK WHY!

JOSH HIGGINS BROADCASTING CO.

KXEL-JOSH HIGGINS VOICE OF AGRICULTURE
STUDIOS IN WATERLOO AND CEDAR FALLS, IOWA

BASIC BLUE - - - REPRESENTED BY JOHN BLAIR & COMPANY

ure. At no time did 1942 daytime "Sets-in-Use" reach the 1940 level and only in three months, following national and world-shaking events, did it reach the 1941 levels.

The 1940 level of "Sets-in-Use" has been reached in only one month since March of 1940, a period of 21 months. The exception was in December 1941, immediately following Pearl Harbor. This is in marked contrast to the evening conditions in which 1942 "Sets-in-Use" made monthly highs for the three years in six months.

The daytime "Available Audience" index in 1942, shown in the Chart IV, is in contrast with the daytime "Sets-in-Use" in 1942. The "Available Audience" was smaller in the first three months of the year, but it underwent a marked rise following the restriction of travel making highs for the three years in June, July and August. During July and August, 1942 daytime "Sets-in-Use" made lows for the three years, as was noted above.

Only once during 1942 did the "Available Audience" fall below the 1941 level—in October; whereas daytime "Sets-in-Use" fell below the 1941 level in nine months. It would appear, therefore, that the decreased 1942 daytime "Sets-in-Use" cannot be accounted for in terms of the "Available Audience."

Top Ranking Evening Programs

The top ranking evening programs as of Dec. 15, 1942 and 1941 are shown in List 1 and List 2.

LIST 1

1942 Evening Ratings

Rank	*Program Name*	*Rating*
1.	Bob Hope	37.3
2.	Charlie McCarthy	36.4
3.	Fibber McGee & Molly	34.8
4.	Aldrich Family	31.3
5.	Jack Benny	28.3
6.	Radio Theatre	26.7
7.	Frank Morgan-Fanny Brice	25.9
8.	Screen Guild Players	24.3
9.	Jergen's Journal	24.1
10.	Music Hall	23.6
11.	Eddie Cantor	23.4
12.	Mr. District Attorney	23.0
13.	Kay Kyser	22.4
14.	Rudy Vallee	20.4
15.	Fitch Bandwagon	20.3

LIST 2

1941 Evening Ratings

Rank	*Program Name*	*Rating*
1.5	Charlie McCarthy	29.9
1.5	Walter Winchell	29.9
3.	Bob Hope	28.8
4.	Fibber McGee and Molly	28.7
5.	Aldrich Family	27.8
6.5	Radio Theater	27.1
6.5	Jack Benny	27.1
8.	Coffee Time	23.7
9.	Major Bowes	18.9
10.	Fitch Bandwagon	18.8
11.	Take It or Leave It	18.5
12.	One Man's Family	18.4
13.	Time To Smile	18.3
14.	Kay Kyser	18.2
15.	Orson Welles	17.8

It is of note that 10 of the top rating 15 evening programs of 1941 are again on the list in 1942. Missing from the radio scene this year is Walter Winchell who is on duty with the Navy outside our borders. In December 1941, when he was afforded an exceptional opportunity to review developments for the benefit of a confused American public within a few hours after the first announcement of the attack on Pearl Harbor, Winchell tied Charlie McCarthy for the top rating. This year, the *Jergen's Journal*, in the absence of Winchell, still appears in December's top 15.

Of particular note is the fact that the 15 top ratings, independent of the identity of the programs, are substantially higher as compared with the top ranking ratings for 1941. The upward trend in radio evening sponsored network audiences indicated by this condition is further confirmed by the "Average Rating" index for all evening sponsored network programs broadcast. During the first week of December, the 1942 index rose to 12.1, up 1.0 (9%) over December 1941.

CHART III

HOOPER NATIONAL TRENDS

January 1940 - December 1942

SETS - IN - USE INDEX - DAYTIME

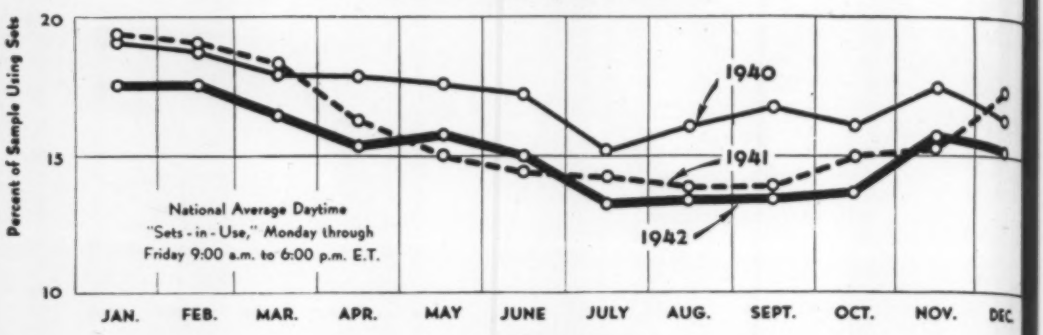
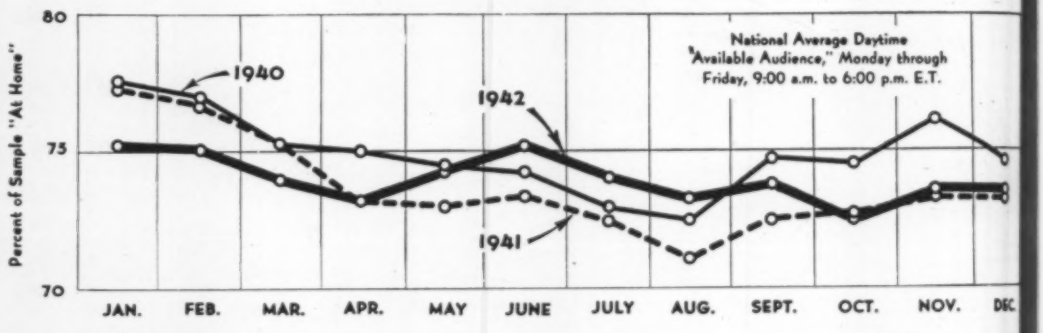


CHART IV

HOOPER NATIONAL TRENDS

January 1940 - December 1942

AVAILABLE AUDIENCE INDEX - DAYTIME



Top Ranking Daytime Programs

The top 15 weekday daytime programs for December 1942 and December 1941 are shown in List 3 and List 4 respectively.

LIST 3

1942 Weekday Daytime Ratings

Rank	*Program Name*	Rating
1.5	Portia Faces Life	8.5
1.5	Kate Smith Speaks	8.5
3.5	Stellas Dallas	8.1
3.5	Life Can Be Beautiful	8.1
5.5	Big Sister	8.0
5.5	Our Gal Sunday	8.0
7.	When A Girl Marries	7.5
8.	Right To Happiness	7.4
9.	Young Widder Brown	7.2
10.5	Vic and Sade (CBS)	7.1
10.5	Romance of Helen Trent	7.1
12.	Pepper Young's Family (NBC)	7.0
13.	Ma Perkins	6.7
14.5	Road of Life	6.6
14.5	Ma Perkins (CBS)	6.6

LIST 4

1941 Weekday Daytime Rating

Rank	*Program Name*	*Rat*
1.	Woman in White	
2.	Life Can Be Beautiful	
3.	Ma Perkins	
4.	Kate Smith Speaks	
5.	The Guiding Light	
6.5	Stella Dallas	
6.5	Big Sister	
8.	Right To Happiness	
9.	Romance of Helen Trent	
10.5	Mary Marlin (NBC)	
10.5	Against The Storm	
12.	Young Widder Brown	
13.	Young Dr. Malone	
14.	Pepper Young's Family	
15.	Our Gal Sunday	

Of the 15 programs on the 1 list, 11 also appear on the 1 list. *Woman in White*, which h ed the 1941 list, was not broad in December 1942.

The highest ranking week daytime program in December 1 as in 1941, was William L. Sh with an 11.1. This compares w his rating of 11.9 for Decem 1941, a week after Pearl Harbo

BUY WAR BONDS!

For effective buying influence in WHAMland

WHAM gives you effective buying influence where effective buying power is highest. WHAM gives you complete effective coverage of the entire Rochester trading area . . . *plus* . . . day-night primary coverage of the 43 counties where Western New York sales are made. Below are just a few WHAMland facts.

WHAMland's 140,518 farms give you a big rural market, big not only in size . . . but big, too, in the buying power that prosperous farming creates.

WHAMland's 5,305 factories, now busy on war work, help create the balanced prosperity that makes year around urban buying power.

WHAMland's 17,787 neighborhood groceries make this rich 43-county area of Western New York and Northern Pennsylvania a super-market for food merchandising.

WHAMland's 1,422 drug stores are ready to serve, when the announcer on your show tells your listeners over WHAM to "ask your corner druggist."

WHAMland's 437,775 telephone subscribers . . . on a party line that reaches out over 43 counties . . . help make WHAMland a better-than-average market for WHAM advertised goods.

WHAMland's 51,880 retail outlets are where the Western New York customers buy your products. WHAM reaches each of these individual trading areas.

Where your Western New York sales are made

W H A M

ROCHESTER, N. Y.

National Representatives: George P. Hollingbery Co.
50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with The Blue Network, Inc. and the National Broadcasting Co.

"The Stromberg-Carlson Station"

RADIO HOMES IN THE UNITED STATES

Estimated by NAB Research Dept. from 1940 U. S. Census of Housing data. Number of occupied dwelling units and percent radio-equipped as reported by U. S. Census, and number of dwellings having radio estimated from census data by projecting percent ownership to the number of units not answering the radio question, applied separately to Urban, Rural-Nonfarm and Rural-Farm units for each county.

[County figures and count of radio homes in cities of 25,000 or more population published in supplement to Sept. 7, 1942 BROADCASTING. Also in the supplement are official 1940 census by states and counties of population, stores and retail sales. A limited supply of copies of the supplement is available from BROADCASTING at 25 cents each.]

	ALL UNITS			URBAN UNITS			RURAL-NONFARM UNITS			RURAL-FARM UNITS		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
NEW ENGLAND												
Maine	218,968	86.5	189,300	88,406	93.2	82,384	90,186	84.0	75,756	40,376	77.2	31,160
New Hampshire	132,936	90.0	119,664	75,355	93.3	70,288	41,550	86.9	36,087	16,031	82.9	13,289
Vermont	92,435	88.6	81,905	32,465	95.5	31,022	35,164	87.6	30,806	24,806	80.9	20,077
Rhode Island	187,706	95.7	179,652	171,236	96.1	164,515	13,860	92.6	12,835	2,610	88.2	2,302
Massachusetts	1,120,694	96.2	1,077,642	1,002,433	96.6	968,046	94,541	93.5	88,406	23,720	89.3	21,190
Connecticut	448,682	95.7	429,260	304,364	96.4	293,316	120,205	95.3	114,605	24,113	88.5	21,339
MIDDLE ATLANTIC												
New York	3,662,113	95.5	3,498,754	3,055,529	96.7	2,953,894	423,279	92.4	391,218	183,305	83.8	153,642
New Jersey	1,100,260	95.5	1,050,612	899,637	96.2	865,508	167,675	93.2	156,229	32,948	87.6	28,875
Pennsylvania	2,515,524	92.4	2,323,980	1,711,133	95.5	1,634,454	595,341	88.7	527,953	209,050	77.3	161,573
EAST NORTH CENTRAL												
Ohio	1,897,796	91.7	1,739,399	1,291,248	95.1	1,227,295	338,164	87.8	296,949	268,384	80.2	215,155
Indiana	961,498	88.2	848,325	541,073	93.5	505,704	208,010	85.6	177,944	212,415	77.5	164,677
Illinois	2,192,724	92.3	2,023,969	1,633,017	95.3	1,555,637	310,446	86.3	267,839	249,261	80.4	200,493
Michigan	1,396,014	93.4	1,304,149	924,913	96.4	891,661	252,211	90.9	229,348	218,890	83.7	183,140
Wisconsin	827,207	91.7	758,449	463,231	96.5	446,813	161,089	88.9	143,154	202,887	83.0	168,482
WEST NORTH CENTRAL												
Minnesota	728,359	91.2	664,296	383,336	95.8	367,149	135,689	87.4	118,641	209,334	85.3	178,506
Iowa	701,824	90.2	633,168	312,393	93.7	292,724	161,077	87.6	141,059	228,354	87.3	199,385
Missouri	1,068,642	79.9	853,299	573,347	90.8	520,489	204,507	76.8	156,926	290,788	60.5	175,884
North Dakota	152,043	88.4	134,437	34,069	94.6	32,245	47,024	85.7	40,295	70,950	87.2	61,897
South Dakota	165,428	84.6	139,854	43,558	92.5	40,291	49,548	81.8	40,495	72,322	81.7	59,068
Nebraska	360,744	84.7	305,681	146,259	92.7	135,628	89,390	82.9	74,068	125,095	76.7	95,985
Kansas	511,109	83.0	424,457	224,314	90.4	202,770	128,059	82.4	105,543	158,736	73.2	116,144
SOUTH ATLANTIC												
Delaware	70,541	87.0	61,380	37,070	92.3	34,215	21,830	86.5	18,890	11,641	71.1	8,275
Maryland	465,683	88.1	410,164	286,505	93.4	267,652	124,112	84.4	104,655	55,066	68.7	37,857
District of Columbia	173,445	93.7	162,446	173,445	93.7	162,446	.....	.....	.....	.....	.....	.....
Virginia	627,532	67.1	421,078	244,105	84.0	205,124	174,219	67.6	117,801	209,208	46.9	98,153
West Virginia	444,815	75.1	334,239	140,556	89.7	126,098	192,771	75.4	145,265	111,488	56.4	62,876
North Carolina	789,659	61.8	487,353	239,917	77.7	186,386	217,703	67.6	147,035	332,039	46.4	153,932
South Carolina	434,968	49.6	215,636	123,503	67.1	82,831	126,119	60.0	75,509	185,346	30.9	57,296
Georgia	752,241	52.5	394,755	288,818	68.2	196,864	170,595	57.6	98,273	292,828	34.0	99,618
Florida	519,887	64.8	336,803	294,410	76.1	224,020	152,395	55.1	83,994	73,082	39.4	28,789
EAST SOUTH CENTRAL												
Kentucky	698,538	65.3	456,633	238,283	84.0	200,161	179,890	65.7	118,144	280,365	49.3	138,328
Tennessee	714,894	62.5	446,943	276,056	77.7	214,362	152,197	65.1	99,046	286,641	46.6	133,535
Alabama	673,815	49.4	332,776	227,309	69.7	158,305	157,226	54.5	85,651	289,280	30.8	88,820
Mississippi	534,956	39.9	213,312	120,360	61.5	74,048	95,920	50.9	48,834	318,676	28.4	90,430
WEST SOUTH CENTRAL												
Arkansas	495,825	50.9	252,148	123,528	72.4	89,442	111,636	53.7	59,891	260,661	39.5	102,815
Louisiana	592,528	53.3	315,261	262,927	72.6	190,789	136,615	52.5	71,689	192,986	27.3	52,783
Oklahoma	610,481	68.8	420,182	254,779	83.5	212,531	139,605	64.6	90,161	216,097	54.4	117,490
Texas	1,678,396	66.9	1,122,042	802,601	78.6	630,911	359,745	65.7	236,144	516,050	49.4	254,987
MOUNTAIN												
Montana	159,963	86.2	137,900	64,148	91.3	58,536	49,737	84.4	41,998	46,078	81.1	37,366
Idaho	141,727	86.4	122,471	50,774	91.3	46,353	41,235	84.1	34,689	49,718	83.3	41,429
Wyoming	69,374	84.4	58,531	27,332	91.5	25,003	22,842	83.2	19,011	19,200	75.7	14,517
Colorado	316,000	84.5	267,295	174,759	91.5	159,932	77,956	78.1	60,877	63,285	73.5	46,486
New Mexico	129,475	53.2	69,053	46,713	72.5	33,951	43,097	47.6	20,554	39,665	36.7	14,548
Arizona	131,133	69.0	90,394	48,924	82.4	40,328	55,813	69.3	38,646	26,396	43.3	11,420
Utah	139,487	92.4	128,923	81,758	95.0	77,679	37,115	90.2	33,465	20,614	86.3	17,779
Nevada	33,291	81.4	27,119	13,284	89.2	11,859	15,795	77.4	12,227	4,212	72.0	3,033
PACIFIC												
Washington	537,337	90.6	486,684	302,208	92.7	280,136	141,673	89.2	126,339	93,456	85.8	80,209
Oregon	337,492	88.7	299,226	172,560	93.1	160,599	92,667	86.1	79,811	72,265	81.4	58,816
California	2,138,343	92.9	1,987,204	1,568,552	95.1	1,490,991	393,950	88.5	348,375	175,841	84.1	147,838
UNITED STATES	34,854,532	82.8	28,838,203	20,596,500	91.9	18,923,385	7,151,473	79.0	5,643,130	7,106,559	60.2	4,271,688

Michigan's Most Powerful Independent Radio Station!

Situated in the center of Michigan's most populous area—the southeastern counties. Three million people in them—75,000 wrote to WCAR in 12 months!

"Flexibility in scheduling programs permits us to "tailor" them to the desires of the radio audience and the objectives of the advertisers; 1000 S-T-R-E-A-M-L-I-N-E-D watts on 1130 K.C. carries the message far and wide.

W-CAR

Pontiac, Michigan · 1000 Watts on 1130 Kilocycles

A TALE OF TWO MARKETS

...and one important radio station

Two markets listen to WOV . . . both so vast and so rich and so responsive . . . both so easily obtainable . . . that advertisers cannot afford to overlook WOV when radio budgets are discussed.

The first is the one that listens during the day when WOV broadcasts to the nearly two million Italian-speaking Americans who live in the Metropolitan area . . . a market containing more Italian radio homes than ALL the radio homes in Pittsburgh, Buffalo and Cincinnati combined*. . . . the largest Italian-speaking market in the world! But far more important than size is the fact that no radio station in New York has so loyal and consistent a group of listeners as this one which tunes regularly to WOV's Italian language programs.

WOV's second market is Metropolitan New York itself . . . the 2,917,000 radio homes that tune to WOV at night for such outstanding English programs as Alan Courtney and the "1280 Club". . . . the brilliant commentary of Hans Jacob . . . the lilting rhythms of "Pan Americana". . . bringing another market of loyal, consistent listeners to 1280 on the dial.

When you learn how little it will cost you to reach either or both of these markets, you'll agree that WOV is one of America's important radio stations.

Why not take out your typewriter and send us or Joe McGillvra a letter today!

*Source:
Walter P. Burn & Associates
U.S. Census, 1940

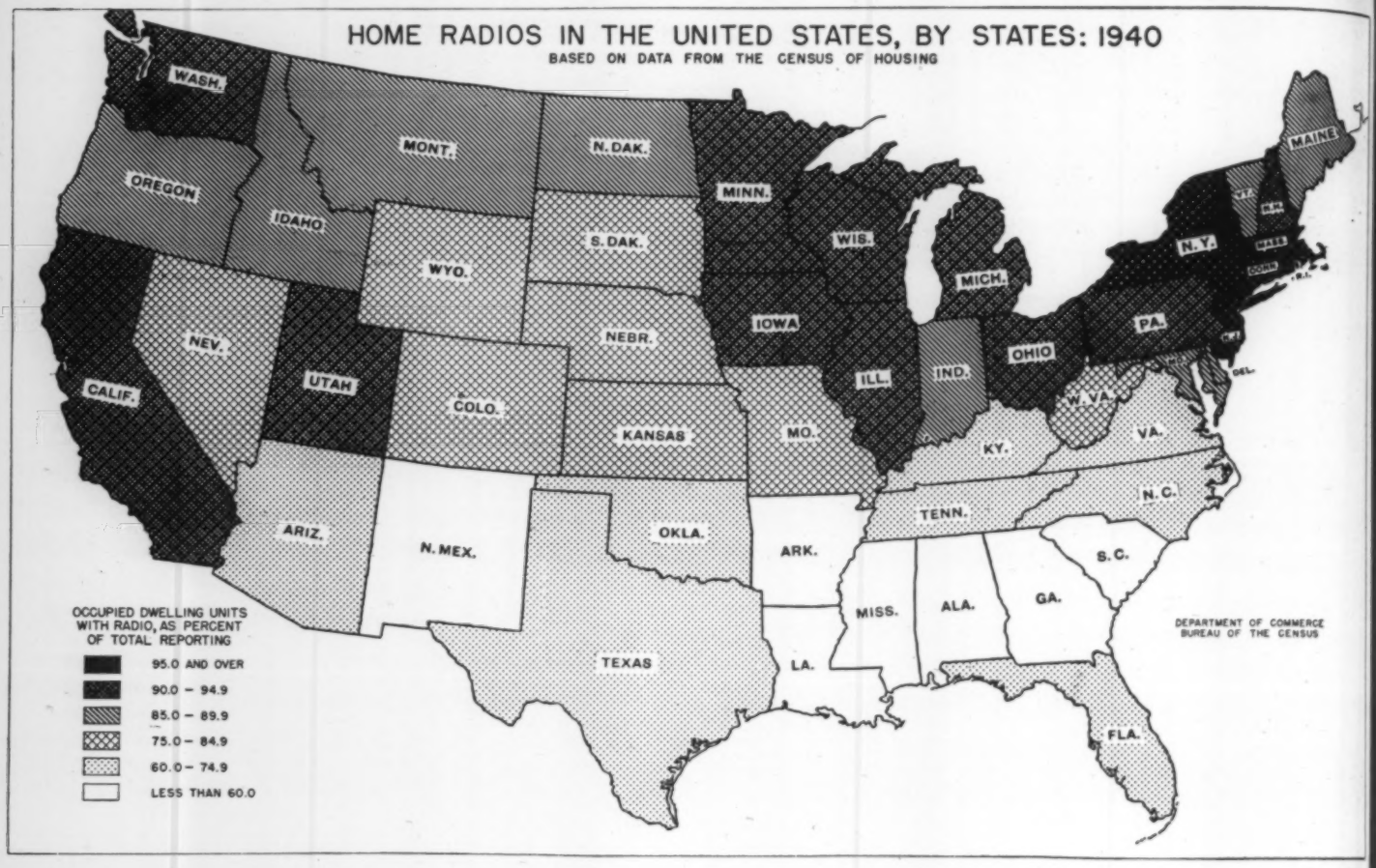
WOV.... FOR VICTORY

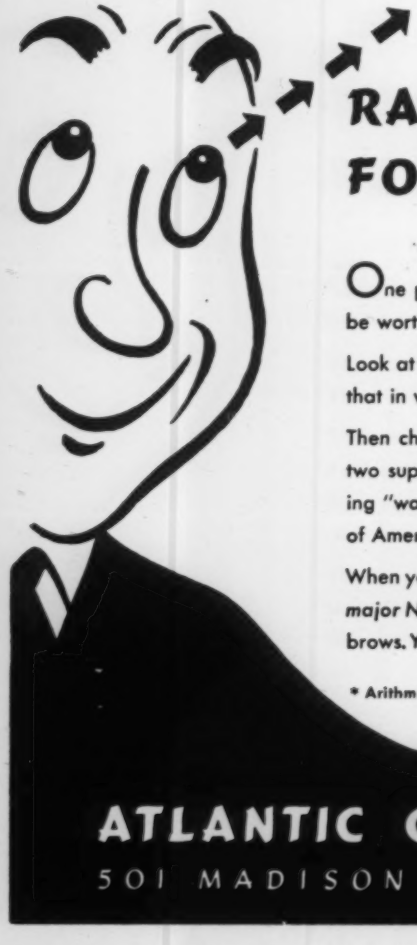
NEW YORK

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS

XUM





RAISE YOUR EYES (AND YOUR EYEBROWS) FOR THE ACN STORY

One picture is worth 10,000 words. And the map above may be worth much more than that to your sales.

Look at it for a moment and you'll note that the blackest area is that in which 95% or more of the homes own radios.

Then check the location of the ACN stations... eight basic and two supplementary outlets from Boston to Washington... providing "waste-free" coverage of this one-fifth (that equals 25%)* of America.

When you realize that this coverage is yours *at the cost of a single major New York City station*, you'll do more than raise your eyebrows. You'll raise your phone and call the Atlantic Coast Network.

* Arithmetic explained on page 55.

Here, linked by Class "A" lines throughout, are the ten stations of the Atlantic Coast Network:

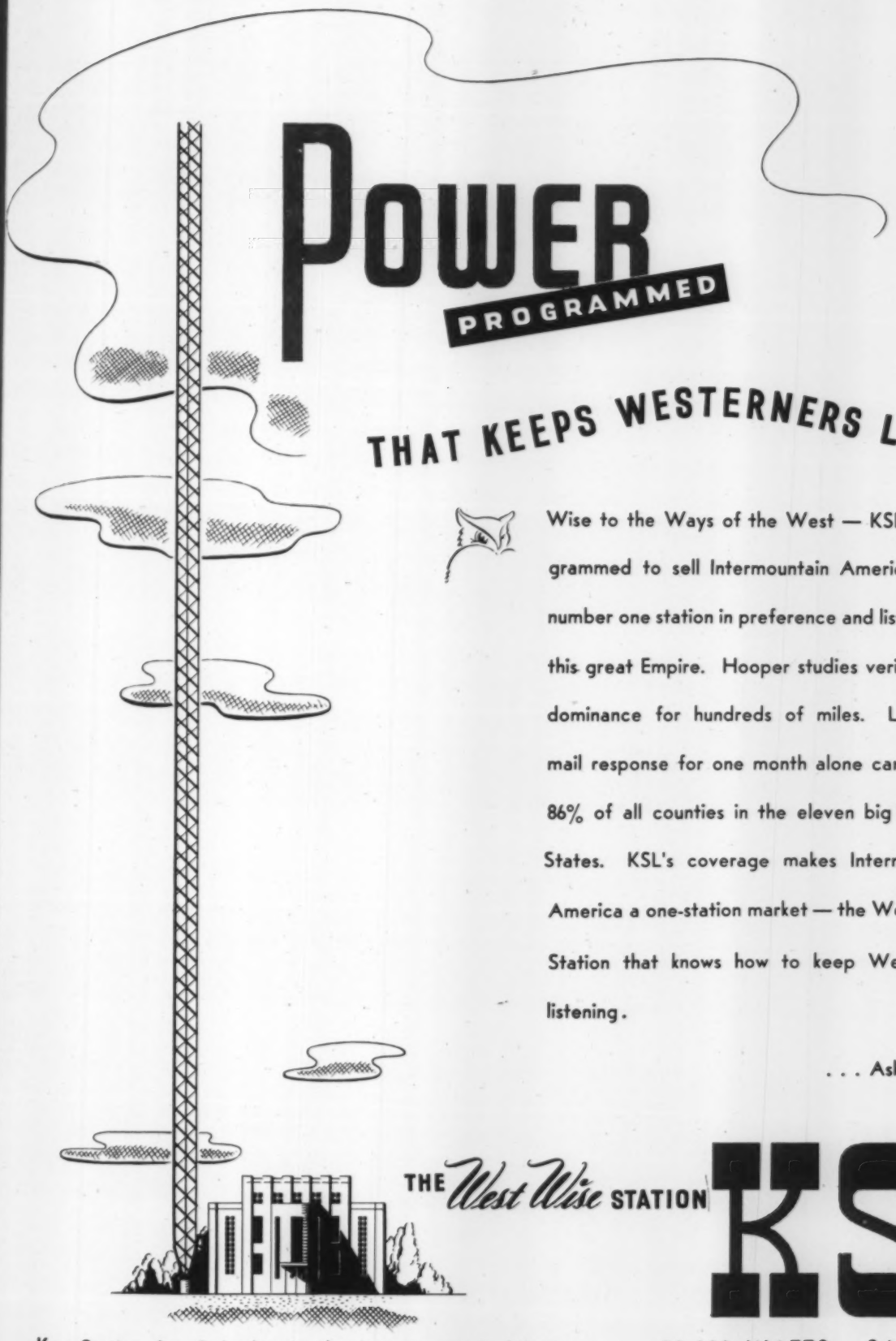
BASIC NETWORK

WNEW—New York 10,000
WPEN—Philadelphia 5,000
WFBR—Baltimore 5,000
WNBC—Hartford 5,000
WFCI—Pawtucket, Providence . . 1,000
WELI—New Haven . . . (Day) 1,000
(Night) 500
WCOP—Boston 500
WWDC—Washington 250
(100 watt booster)

SUPPLEMENTARY STATIONS

WBOC—Salisbury, Md.
WJEJ—Hagerstown, Md.

ATLANTIC COAST NETWORK, INC.
501 MADISON AVENUE, NEW YORK CITY



POWER PROGRAMMED

THAT KEEPS WESTERNERS LISTENING

Wise to the Ways of the West — KSL is Programmed to sell Intermountain America. The number one station in preference and listeners in this great Empire. Hooper studies verify KSL's dominance for hundreds of miles. Listeners' mail response for one month alone came from 86% of all counties in the eleven big Western States. KSL's coverage makes Intermountain America a one-station market — the West Wise Station that knows how to keep Westerners listening.

. . . Ask Petry!

THE *West Wise* STATION

KSL

Key Station for Columbia in the Intermountain West

50,000 WATTS SALT LAKE CITY

DURING 1943 IN THE NEW YORK MARKET

WEAF

Will deliver an increasingly large percentage of the New York City market.

WEAF

Will cover local events thoroughly, completely, accurately.

WEAF

Will publicize and promote its programs and sponsors as never before.

WEAF

Will broadcast programs, both local and network, that will appeal to listeners in the country's wealthiest area.

WEAF

Will continue to be the best radio investment in the New York market—in programs, in audience, in dollar return.

SUMMARY OF GROWTH OF RADIO FAMILIES
By States and Geographic Areas

State and Area	*APRIL, 1930 Total Families	% Radio	Radio Families	†JANUARY 1, 1938 Total Families	% Radio	Radio Families	‡APRIL, 1940 Total Families	% Radio	Radio Families
NEW ENGLAND									
Connecticut	388,645	54.7	212,779	437,000	92.0	402,100	448,682	95.7	429,2
Maine	197,826	39.2	77,618	221,000	91.0	201,100	218,968	86.5	189,3
Massachusetts	1,021,160	57.6	588,552	1,104,000	92.3	1,019,200	1,120,694	96.2	1,077,8
New Hampshire	119,337	44.4	53,022	136,000	91.5	124,400	132,936	90.0	119,6
Rhode Island	165,343	57.1	94,480	169,000	92.0	155,500	187,706	95.7	179,6
Vermont	89,188	44.6	39,783	99,000	89.5	88,600	92,435	88.6	81,9
Total	1,981,499	53.8	1,066,234	2,166,000	91.9	1,990,900	2,201,421	94.4	2,077,4
MIDDLE ATLANTIC									
New Jersey	985,636	63.4	624,865	1,098,000	93.1	1,022,500	1,100,260	95.5	1,050,6
New York	3,153,124	57.9	1,825,723	3,372,000	92.9	3,132,300	3,662,114	95.5	3,498,7
Pennsylvania	2,235,620	48.1	1,075,127	2,452,000	90.0	2,206,400	2,515,524	92.4	2,323,9
Total	6,374,380	55.3	3,525,715	6,922,000	91.9	6,361,200	7,277,897	94.4	6,873,3
EAST NORTH CENTRAL									
Illinois	1,929,396	55.6	1,072,995	2,063,000	90.0	1,857,100	2,192,724	92.3	2,023,9
Indiana	843,066	41.6	351,090	934,000	87.5	816,800	961,498	88.2	848,2
Michigan	1,180,554	50.6	597,629	1,220,000	92.0	1,122,200	1,396,014	93.4	1,304,1
Ohio	1,697,918	47.7	809,142	1,777,000	92.4	1,641,500	1,897,796	91.7	1,739,3
Wisconsin	711,889	51.0	363,265	735,000	83.4	612,700	827,207	91.7	758,4
Total	6,362,823	50.2	3,194,121	6,729,000	89.9	6,050,300	7,275,239	91.7	6,674,2
WEST NORTH CENTRAL									
Iowa	635,704	48.5	308,448	680,000	85.0	577,800	701,824	90.2	633,1
Kansas	487,188	38.9	189,398	501,000	73.4	367,800	511,109	83.0	424,4
Minnesota	606,496	47.3	286,886	652,000	85.4	556,900	728,359	91.2	664,2
Missouri	939,476	37.4	351,298	1,072,000	76.8	822,800	1,068,642	79.9	853,5
Nebraska	342,999	47.9	164,159	352,000	80.7	284,100	360,744	84.7	305,6
North Dakota	145,005	40.9	59,246	156,000	76.7	119,600	152,043	88.4	134,4
South Dakota	161,013	44.2	71,245	167,000	79.6	132,900	165,428	84.6	139,8
Total	3,317,881	43.1	1,430,680	3,580,000	79.9	2,861,900	3,688,149	85.6	3,155,1
SOUTH ATLANTIC									
Delaware	59,092	45.9	27,114	67,000	86.1	57,600	70,541	87.0	61,3
District of Columbia	125,554	53.9	67,640	168,000	91.0	152,900	173,445	93.7	162,4
Florida	376,499	15.4	58,128	443,000	67.2	297,900	519,887	64.8	336,8
Georgia	652,793	9.9	64,543	716,000	51.7	370,800	752,241	52.5	394,7
Maryland	385,179	42.9	165,149	410,000	86.6	355,100	465,683	88.1	410,1
North Carolina	644,033	11.2	72,059	736,000	55.5	408,600	789,659	61.8	487,3
South Carolina	365,680	7.6	27,889	407,000	50.9	207,300	434,968	49.6	215,8
Virginia	529,089	18.2	96,307	613,000	65.3	400,200	627,532	67.1	421,0
West Virginia	373,941	23.3	87,042	417,000	83.5	348,300	444,815	75.1	334,2
Total	3,511,860	19.0	665,871	3,977,000	65.3	2,598,700	4,278,771	66.0	2,823,6
EAST SOUTH CENTRAL									
Alabama	591,625	9.5	56,235	670,000	56.0	375,200	673,815	49.4	332,7
Kentucky	609,405	18.3	111,217	708,000	69.9	494,900	698,538	65.3	456,6
Mississippi	471,704	5.4	25,357	494,000	41.9	207,000	534,956	39.9	213,3
Tennessee	600,625	14.3	85,962	689,000	66.7	459,900	714,894	62.5	446,9
Total	2,273,359	12.3	278,771	2,561,000	60.0	1,537,000	2,622,203	55.3	1,449,6
WEST SOUTH CENTRAL									
Arkansas	438,639	9.1	40,096	501,000	50.8	254,800	495,825	50.9	252,1
Louisiana	485,363	11.2	54,135	510,000	58.3	297,400	592,528	53.3	315,5
Oklahoma	564,164	21.6	121,702	619,000	73.4	454,300	610,481	68.8	420,1
Texas	1,380,096	18.6	256,804	1,516,000	68.2	1,033,500	1,678,396	66.9	1,122,6
Total	2,868,262	16.5	472,737	3,146,000	64.8	2,040,000	3,377,230	62.5	2,109,6
MOUNTAIN									
Arizona	105,992	18.1	19,167	104,000	76.5	79,600	131,133	69.0	90,3
Colorado	267,324	37.8	100,959	288,000	81.0	233,500	316,000	84.5	267,2
Idaho	108,044	30.3	32,772	124,000	79.6	98,700	141,727	86.4	122,4
Montana	136,210	31.9	43,442	142,000	80.7	114,600	159,963	86.2	137,9
New Mexico	98,546	11.5	11,348	102,000	61.1	62,300	129,475	53.2	69,0
Nevada	25,469	30.6	7,795	30,000	95.0	28,500	33,291	81.4	27,1
Utah	115,936	41.1	47,632	123,000	90.2	111,000	139,487	92.4	128,9
Wyoming	56,887	34.1	19,372	62,000	80.3	49,800	69,374	84.4	58,5
Total	914,408	30.9	282,487	975,000	79.8	778,000	1,120,450	80.5	901,6
PACIFIC									
California	1,610,030	52.0	836,705	1,818,000	94.5	1,719,800	2,138,343	92.9	1,987,3
Oregon	266,328	43.5	115,948	299,000	95.5	285,400	337,492	88.7	299,2
Washington	423,833	42.3	179,493	468,000	94.7	443,300	537,337	90.6	486,6
Total	2,300,191	49.2	1,132,146	2,585,000	94.7	2,448,500	3,013,172	92.0	2,773,1
TOTAL UNITED STATES	29,904,663	40.3	12,048,762	32,641,000	81.7	26,666,500	34,854,532	82.8	28,838,3

* Official U. S. Census of 1930. † Estimates of Joint Committee on Radio Research. ‡ Official U. S. Census of 1940, as projected by NAB Research Bureau.

WEAF

660 KC 50,000 WATTS NBC NETWORK

NEW YORK

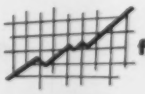
"This is the National Broadcasting Company"

THE 1/5 THAT = 25%

6 × 2/9

Mathematicians would disagree we know and Einstein might say it isn't relative, but 1/5 actually does = 25% on the Atlantic Coast Network.

Like this: From Boston to Washington . . . through eight states and nearly two score of America's greatest markets . . . the Atlantic Coast Network reaches 1/5 of all the radio homes of the nation . . . 6,060,000 of them.* And 1/5 in the conventional manner, is 20%

And then something happens that makes your sales curve leap  for joy! For this 1/5 of America's radio homes actually controls 25%* of the nation's effective buying power. Atlantic Coast-ites earn, and spend, 1/4 of America's income, making the ACN coverage area one of the country's richest-per-capita markets.

This market, where 1/5 = 25% is now available, for the first time, "waste-free" . . . at the cost of a major New York City outlet alone.

Only over the Atlantic Coast Network!

And growing by leaps and bounds as a result of the many war plants along the Atlantic Coast.

1 + 1 = 4

THE ATLANTIC COAST NETWORK, INC.

501 MADISON AVENUE • NEW YORK CITY

WNEW—New York • WCOP—Boston • WFCI—Providence-Pawtucket • WNBC—Hartford • WELI—New Haven

WPEN—Philadelphia • WFBR—Baltimore • WWDC—Washington • WBOC—Salisbury • WJEJ—Hagerstown

4 / 3 6

Radio Highlights and Headlines: 1942

Major Events of Year as Chronicled in BROADCASTING

(See issues of BROADCASTING nearest each date given for full details.)

[For Chronology of Radio from its beginnings, see 1942 YEARBOOK]

Jan. 1—Manila's four broadcast stations dismantled and destroyed several days before fall of Philippine's capital, says official report.

Jan. 5—Blue Network Co. starts as separate entity, divorced from NBC but under parenthood of RCA.

Jan. 5—Circuit Court of Appeals in Richmond upholds rights of Lone Ranger Inc. and accords owners of radio dramatic property fullest protection against unfair competition or "filching" of scripts, personalities or characters, setting radio precedent.

Jan. 9—Mark Woods, former vice-president and treasurer of NBC, and Edgar Kobak, former vice-president of NBC in charge of BLUE sales, are elected president and executive vice-president, respectively, of BLUE Network Co. Red Network name is abolished and becomes known as NBC.

Jan. 10—MBS files $10,275,000 triple-damage suit against RCA, parelleling Dept. of Justice anti-trust suits against NBC and CBS in Chicago courts, filed Dec. 31.

Jan. 16—Wartime Code of Practices for broadcasters promulgated by Office of Censorship, providing for voluntary rather than mandatory action.

Jan. 16—Office of Facts & Figures (subsequently succeeded by Office of War Information) designated by President Roosevelt as clearing house for Government broadcasting. William B. Lewis, former vice-president in charge of broadcasts of CBS, named director of Radio Bureau.

Jan. 19—National network business during 1941 totaled $107,000,000, about 10% ahead of preceding year.

Jan. 26—Court of Appeals for District of Columbia holds nothing in Communications Act allows FCC to discriminate against newspaper ownership. This view expressed in dicta in opinion upholding right of FCC to subpoena witnesses in so-called Stahlman case.

Jan. 30—All future construction of broadcast stations in areas now receiving primary service frozen by order of Donald M. Nelson, director of War Production Board. Defense Communications Board and FCC follow through with formal freeze orders.

Feb. 2—Gross time sales of $237,600,000 for 1941 attained by broadcasting industry, representing 14.2% increase over preceding year. Net time sales aggregate $176,280,000, or 13.2% ahead.

Feb. 2—Creation of Broadcasters Victory Council as a coalition of industry trade groups to function as liaison with all Government agencies in wartime announced. John Shepard 3d, president of Yankee Network, named chairman.

Feb. 6—NAB Code Compliance Committee adopts code for control of broadcasting of war news to insure maximum good taste.

Feb. 9—Wartime (EWT, etc.) inaugurated throughout country, setting clocks up one hour for war's duration. Action taken by President Roosevelt after Congress passes enabling legislation.

Feb. 17—FCC relaxes regulations governing broadcast station operators requirements because of war-created shortages of qualified technicians. Regulation subsequently relaxed to allow any class of license holder to operate stations under supervision of first-class licensee.

Feb. 18—Formation of The Advertising Council, sponsored by leading industry associations to help the war effort, announced with Chester J. LaRoche, of Young & Rubicam, as chairman and Miller McClintock as national director.

Feb. 21—Statutory three-judge court in New York holds it has no jurisdiction to adjudicate validity of FCC's chain-monopoly regulations. NBC and CBS prepare for Supreme Court appeal.

Feb. 24—WPB and FCC jointly promulgate freeze orders affecting all phases of broadcasting and ruling out new construction, except where certified by the military, for the duration.

March 18—Government Committee on War Information issues policies governing release of war information by Government agencies.

March 20—Neville Miller given vote of confidence by NAB board of directors after "rump movements" start for reorganization of NAB.

March 25—Paul W. Kesten named vice-president and general manager of CBS, succeeding Edward Klauber, former executive vice-president, who is elevated to chairmanship of executive committee with long-range planning duties.

April 6—Supreme Court upholds right of U. S. Court of Appeals for District of Columbia to issue stay orders against FCC decisions in WCPO, Cincinnati, case.

April 10—Second annual George Foster Peabody Awards announced. Winners: Cecil Brown, CBS reporter; *Against the Storm*, NBC daytime serial; *The Bill of Rights*, Norman Corwin production; Alfred Wallenstein, MBS musical director; NBC-Chicago *Round Table of the Air*; and international short-wave broadcasters, for their patriotic service.

April 23—Deems Taylor, composer, musician, critic and radio commentator, elected president of ASCAP, succeeding Gene Buck, retained in an advisory capacity.

April 27—FCC issues final fr... order, in collaboration with W... Production Board and Def... Communications Board, in m... randum opinion outlining po... against new authorizations or m... ifications unless certified as in ... war interest.

May 1—Frank H. McIntosh, tech... cal supervisor of Fort Ind... Co., named head of WPB Ra... Section, handling station equ... ment priorities.

May 9—Graham McNamee, ... pioneer radio announcer, dies o... heart ailment.

May 13—NAB's 20th annual c... vention in Cleveland votes de... moves for reorganization and p... all-out for war effort.

May 18—Alfred I. DuPont ra... station and radio commenta... awards, carrying annual ca... prizes of $1,000 each, formally a... nounced by widow of financier a... industrialist.

May 21—FCC and DCB prop... plan for pooling of all broa... equipment to stave off station cl... ures. Plan subsequently dro... with provisions made through W... for adequate replacement and sp... parts.

May 26—Dr. John R. Brinkley, ... former Kansas and Mexican ba... broadcaster, widely known for p... motion of goat gland rejuvena... by radio, dies in San Antonio.

June 1—Harry C. Butcher, v... president of CBS in Washing... called to active Navy duty as li... tenant-commander in Office ... Naval Communications. Sai... quently transferred to London ... Naval aide to Lt. Gen. Dwight ... Eisenhower. With Eisenhower ... North African campaign.

June 1—Supreme Court reve... statutory three-judge court in N... York on jurisdiction over ch... monopoly regulations and sa... case back for full review on me... resulting in temporary victory ... NBC and CBS.

June 8—James C. Petrillo, p... dent of American Federation ... Musicians, touches off national ... troversy by banning recording ... transcribing of music for p... consumption as of Aug. 1. A... plus other edicts, has repercus... in Congress, military agencies ... in affected industries and a... widespread public indignation.

June 13—Elmer Davis, noted ... analyst and news commentator, ... pointed by President Roosevelt ... director of newly-created Offi... War Information, supplanting ... fice of Facts & Figures, succee... Archibald MacLeish.

June 15—New Code of Wa... Practices for American broad... ers issued by Office of Censo... retaining voluntary aspect of ... code.

(Continued on page 58)

A TRIO in perfect Harmony!

ALONE each of us is strong enough to be heard in each station's zone by the people who count. (and everyone's counting bigger pay checks) Together, we blend our voices to encompass one of the country's fastest growing ~ easiest spending areas. Investigate today ~ our rate cards are interesting

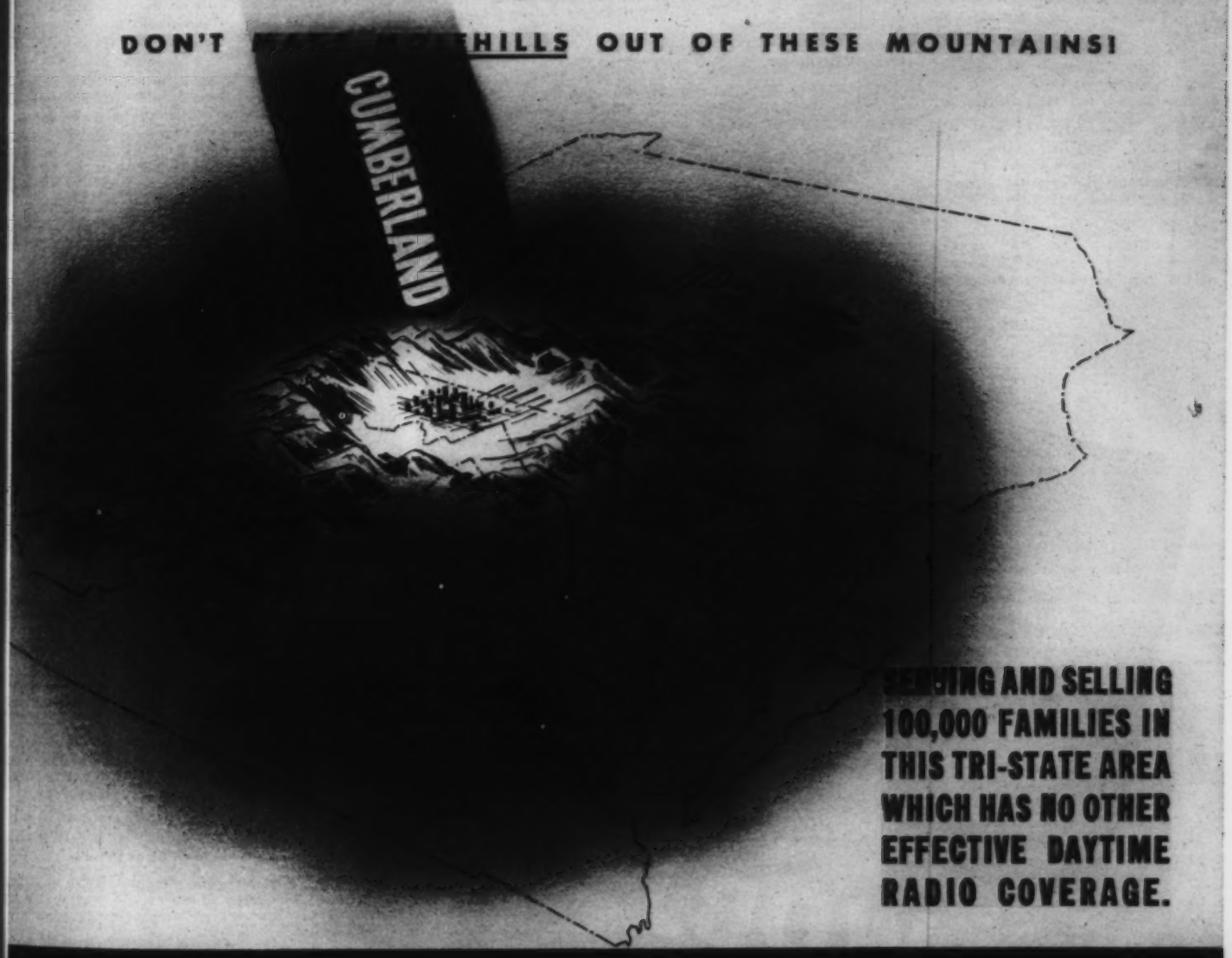
A SURE-FIRE BET IS THE DANIEL BOONE NET!

DANIEL BOONE NET
with permanent lines between
WOPI-WISE-WKPT

BURN-SMITH COMPANY Nat'l Rep.
Harry Cummings ~ South East Rep
WESTERN N. CAROLINA-SOUTHWEST VIRGINIA-EAST TENNESSEE

THE *only* RADIO STATION IN
MARYLAND'S SECOND LARGEST CITY!

DON'T [illegible] HILLS OUT OF THESE MOUNTAINS!



SERVING AND SELLING
100,000 FAMILIES IN
THIS TRI-STATE AREA
WHICH HAS NO OTHER
EFFECTIVE DAYTIME
RADIO COVERAGE.

WTBO
Cumberland, Maryland
820 KC. ☆ CLEAR CHANNEL ☆ UNITED PRESS ☆ ASSOCIATED PRESS

Radio Highlights and Headlines: 1942

(Continued from page 56)

July 10—Gardner Cowles Jr., president of Iowa Broadcasting Co. and prominent mid-western newspaper and magazine publisher, named assistant director of Office of War Information in charge of domestic operations, including Radio Bureau headed by William B. Lewis.

July 14—Broadcasting industry declared "essential" under Selective Service System by Maj. Gen. Lewis B. Hershey, director of Selective Service. Cited as one of 34 broadcast essential activities in war.

July 14—Industry's first war casualty is KFPL, Dublin, Tex., local outlet which gives up the ghost due to inability to maintain staff of qualified operators.

July 23—Department of Justice enters anti-trust law suit against James C. Petrillo and AFM because of his ban against recordings for public performance and stifling of amateur musicians.

July 30—Census Bureau county-by-county breakdowns show 82.8% of all occupied dwellings in United States were equipped with radios when 1940 census was taken.

Aug. 27—Senator D. Worth Clark (D-Idaho) introduces all-inclusive resolution (SRes-286) to inquire into "Petrilloism."

Aug. 28—Average given wage for some 20,000 fulltime employes in broadcasting stations and networks was $45.15 in 1941, an increase of $1.64 over 1940. Total weekly payroll averaged $1,138,249, an increase of $121,883 over preceding year.

Sept. 10—Directive issued by OWI requiring all Government agencies to channel radio programs through Radio Bureau of OWI.

Sept. 12—Court of Appeals holds in KOA-WHDH case that, by whatever name it may be called, a broadcast station has a definite right acquired through its operating license and the FCC cannot tamper with or grant a station's facilities without giving it a hearing.

Sept. 23—Government creates precedent through purchase of time on four Alaska stations by OWI, as means of maintaining outlets on air for vital war service.

Sept. 25—Formation of American Broadcasters Assn., to be horizontally competitive with NAB, announced by group of prominent broadcasters. On Nov. 11, movement dropped because of lack of industry interest.

Sept. 27—RCA Radio Research Laboratories dedicated at Princeton, N. J.

Oct. 8—Elmer Davis, OWI director, estimates that radio is contributing time worth $64,000,000 a year at commercial rates for war effort programming.

Oct. 12—Federal District Court in Chicago dismisses Department of Justice anti-trust case against AFM and James C. Petrillo. Case subsequently taken to Supreme Court by Assistant Attorney General Thurman Arnold.

Oct. 16—OWI names 17 well-known broadcast executives as regional consultants to handle war program clearances.

Oct. 16—National Selective Service headquarters defines score of broadcast occupations as critical, as sequel to its July action in declaring the industry "essential".

Nov. 1—Government takes over full-scale operation of all but technical phases of nation's international shortwave stations under lease arrangements whereby licensees relinquish practically all program control but are reimbursed for rental of their facilities.

Nov. 10—Miller McClintock, executive director of The Advertising Council, becomes first salaried president of MBS, taking office Jan. 1, 1942.

Nov. 16—Statutory three-judge court in New York dismisses appeals of NBC and CBS for injunctions restraining FCC from putting network monopoly regulations into effect. Networks take case to Supreme Court.

Nov. 25—Maj. Gen. Charles McKinley Saltzman, USA retired, former chairman of Federal Radio Commission, dies in Washington after brief illness.

Nov. 30—FCC orders termination of developmental broadcast licenses to use 500,000 watts issued to WLW, Cincinnati, effective Jan. 1. Its high-power transmitter slated for war use, either in international or standard broadcasting.

Dec. 1—Radio goes on full wartime basis with FCC order enforcing horizontal power reduction of one decibel and relaxation of normal engineering standards.

Dec. 7—Federal Trade Commission launches preliminary investigation into rate and discount structures of all national networks.

Dec. 7—Radio's "Roll of Honor" for first year of war shows 12 known dead or missing in action.

Dec. 7—Bob Hope, NBC comedian, named champion of champions in several radio popularity polls.

Dec. 16—General Tire & Rubber Co. purchases Yankee Network of New England for $1,240,000.

Dec. 25—Coca-Cola breaks all sponsorship records with 12-hour Christmas program on 142 Blue stations, featuring *Victory Parade Christmas Party of Sports Bands.*

Dec. 30—Government war effort programming enters new phase with adoption of broad-gauge program allocation plan by OWI, effective Jan. 18, and scheduling transcribed programs and scripts available for local sponsorship effective Feb. 1.

Dec. 31—Lord & Thomas, pioneer advertising agency placing many basic radio accounts, dissolves with retirement of Albert D. Lasker as president and principal owner. Foote, Cone & Belding formed as successor.

902

radio stations in the United States, but—

ONLY ONE

that can be heard satisfactorily at all times throughout the entire Roanoke-Southwest Virginia market!*

And that station is

WDBJ

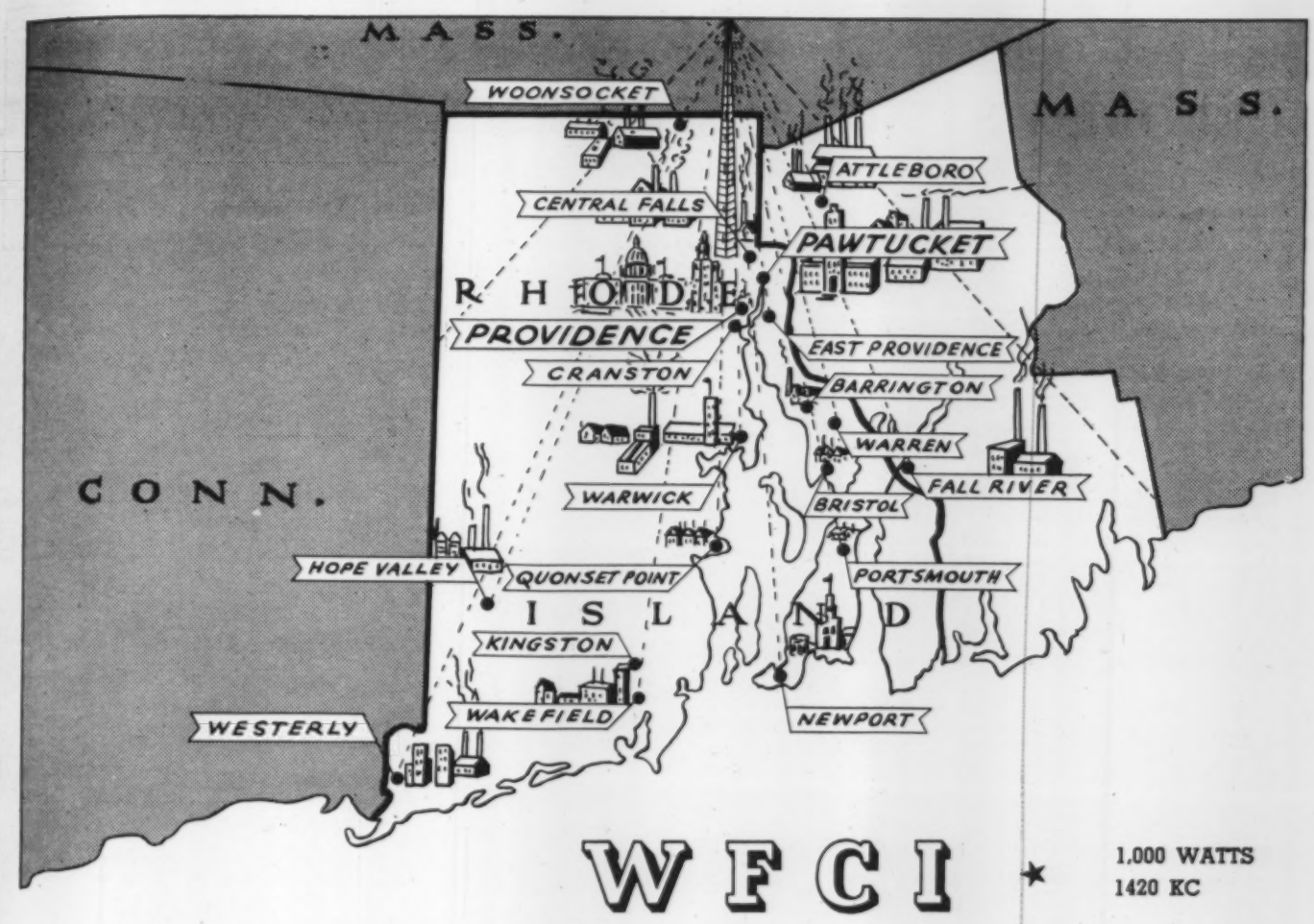
CBS Affiliate
960 K. C.
5000 Watts
Full Time

Owned and Operated by TIMES-WORLD CORPORATION

ROANOKE, VA.

*29.9% of Virginia's total population
28.6% of Virginia's radio families
25.8% of Virginia's buying power
25.7% of Virginia's retail sales

FREE & PETERS, INC., *Exclusive National Representatives*



WFCI ★

1,000 WATTS
1420 KC

High Potential Audience - - Low Cost

A POWERFUL INFLUENCE OVER A **$793,798,000** BUYING POWER

No New England Campaign Is Complete Without Effective Coverage of This Rich, Concentrated High-Spot New England Market

PROVIDENCE TRADING AREA RANKS:

★ 52nd in Population! ★ 32nd in Total Income ★ 9th in Income Per Family

Effective Buying Income — $793,798,000!

★ 84.59% Better Than 1940! ★ 39% Greater Than National Average!

For More Listeners Per Dollar. For Intensive Coverage of a Concentrated Market.
For Sending Your Sales Message to **253,000** Radio Homes Where
There's **$793,798,000** To Spend

Buy WFCI

where the popular programs of the BLUE NETWORK ride high on a wave of popularity

MARKET DATA COPYRIGHTED SALES MANAGEMENT SURVEY OF BUYING POWER OCTOBER 10, 1942

National Representatives: **HEADLEY-REED COMPANY** NEW YORK, CHICAGO, DETROIT ATLANTA • SAN FRANCISCO

XUM

Directory of

BROADCASTING STATION REPRESENTATIVES

With Lists of Stations Represented

Lists of stations supplied by each firm; asterisk (*) indicates non-exclusive representation; dagger (†) indicates firm is also newspaper representative

FRANK R. BACK

Chicago—540 N. Michigan Ave. Tel.:Delaware 1055. Mgr.: Frank R. Back.

Represents

KWNO, Winona, Minn. WIGM, Medford, Wis.

BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4370. Mgr.: Bertha Bannan.

New England Representation

*WCAU, Philadelphia
*WHN, New York City
*WDEV, Waterbury, Vt.
*WJAR, Providence
*WLBZ, Bangor, Me.
*WSYR, Syracuse, N. Y.
*WHAI, Greenfield, Mass.
*WCSH, Portland, Me.
WHYN, Holyoke, Mass.
*WIBX, Utica, N. Y.
*WRDO, Augusta, Me.
*WFEA, Manchester, N. H.
*WBRY, Waterbury, Conn.
*WNBC, Hartford, Conn.
*WSPR, Springfield, Mass.
WOCB, West Yarmouth, Mass.
*WHEB, Portsmouth, N. H.

WALTER BIDDICK CO.

Los Angeles—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.
San Francisco—Monadnock Bldg.

Represents on Pacific Coast

KFQD, Anchorage, Alaska
*KTKN, Ketchikan, Alaska
KFOX, Long Beach, Cal.
*KTRB, Modesto, Cal.
*KROY, Sacramento, Cal.
KSRO, Santa Rosa, Cal.
*KHUB, Watsonville, Cal.
KFXD, Nampa, Ida.
*WJJD, Chicago
*KOOS, Marshfield, Ore.
KLS, Oakland, Cal.
*WIBW, Topeka, Kan.
*KFBB, Great Falls, Mont.
*KGVO, Missoula, Mont.
*KAST, Astoria, Ore.
*KBND, Bend, Ore.
*KFJI, Klamath Falls, Ore.
*KLBM, La Grande, Ore.
*KGY, Olympia, Wash.
*KDFN, Casper, Wyo.
*WSGN, Birmingham, Ala.
KFAR, Fairbanks, Alaska
*WGRC, Louisville, Ky.
*KENO, Las Vegas, Nev.
*WIBX, Utica, N. Y.
*KTKC, Visalia, Cal.
*KODL, The Dalles, Ore.
*KXRO, Aberdeen, Wash.

JOHN BLAIR & COMPANY

Chicago—520 No. Michigan Ave. Tel.: Superior 8659. Mgr.: John Blair.
New York City—341 Madison Ave. Tel.: Murray Hill 9-6084. Mgr.: George W. Bolling.
St. Louis—Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
Los Angeles—Chamber of Commerce Bldg. Tel.: Prospect 3584. Mgr.: Carleton Coveny.
San Francisco—Russ Bldg. Tel.: Douglas 3188. Mgr.: Lindsey H. Spight.

Represents

Don Lee Broadcasting System (MBS)
Pacific Broadcasting Co.
The Arizona Radio Network

KOY, Phoenix, Ariz.
KPMC, Bakersfield, Cal.
KIEM, Eureka, Cal.
KHJ, Los Angeles
KFXM, San Bernardino, Cal.
KGB, San Diego, Cal.
KFRC, San Francisco
KVEC, San Luis Obispo, Cal.
KVOE, Santa Ana, Cal.
KDB, Santa Barbara, Cal.
*KGDM, Stockton, Cal.
KFEL, Denver
*WJAX, Jacksonville, Fla.
WQAM, Miami, Fla.
*WFLA, Tampa, Fla.
WAGA, Atlanta, Ga.
*KIDO, Boise, Ida.
KXEL, Waterloo, Iowa
WLS, Chicago
WFBR, Baltimore
WOW, Omaha
WNBF, Binghamton, N. Y.
*WNEW, New York City
KFYR, Bismarck, N. D.
WBNS, Columbus, O.
WHIZ, Zanesville, O.
*KORE, Eugene, Ore.
WHP, Harrisburg, Pa.
WGBI, Scranton, Pa.
*WROL, Knoxville, Tenn.
KTRH, Houston
KTSA, San Antonio, Tex.
KDYL, Salt Lake City
WMBG, Richmond, Va.
KOL, Seattle
*KMO, Tacoma, Wash.
*KIT, Yakima, Wash.
WMMN, Fairmont, W. Va.
WWVA, Wheeling, W. Va.
KGMB, Honolulu, Hawaii

BLUE NETWORK SPOT SALES

New York City—30 Rockefeller Plaza. Tel.: Circle 7-5700. Mgr.: Murray Grabhorn.
Chicago—Merchandise Mart Bldg. Tel.: Delaware 1900. Mgr.: Gil Berry.
Hollywood—Sunset & Vine. Tel.: Hillside 8231. Mgr.: Fred Becker.
Detroit—802 Fisher Bldg. Tel.: Trinity 2-7900. Mgr.: John Donohue.
San Francisco—111 Sutter St. Tel.: Graystone 6565. Mgr.: Fred Becker.

Represents

KGO, San Francisco
WMAL, Washington
WENR, Chicago
WJZ, New York City

†THE BRANHAM CO.

Chicago—360 No. Michigan Ave. Tel.: Central 5726. Mgr.: E. F. Corcoran.
New York City—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: M. H. Long.
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 4851. Mgr.: J. B. Keough.
St. Louis—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: Sloane McCauley.
Kansas City—Board of Trade Bldg. Tel.: Harrison 1023. Mgr.: George F. Dillon.
Dallas—Texas Bank Bldg. Tel.: 2-8569. Mgr.: A. J. Putnam.
Detroit—General Motor Bldg. Tel.: Trinity 1,0440. Mgr.: H. A. Anderson.
Charlotte, N. C.—Commercial National Bank Bldg. Tel.: 8839. Mgr.: H. L. Ralls.
San Francisco—5 Third St. Tel.: Garfield 6740. Mgr.: George D. Close.
Los Angeles—448 So. Hill St. Tel.: Michigan 1269. Mgr.: W. E. Betts.
Memphis—Sterick Bldg. Tel.: 8-2344. Mgr.: Sidney L. Nichols.
Seattle—Empire Bldg. Tel.: Elliot 1769. Mgr.: A. G. Neitz.

Represents

KWKH, Shreveport, La.
KTBS, Shreveport, La.
*KTHS, Hot Springs, Ark.
WTJS, Jacksonville, Tenn.
WNOX, Knoxville, Tenn.
WMC, Memphis, Tenn.
KXYZ, Houston
WCPO, Cincinnati
KRIC, Beaumont, Tex.
KRIS, Corpus Christi, Tex.
KRLD, Dallas

West Virginia Network

WCHS, Charleston, W. Va.
WBLK, Clarksburg, W. Va.
WSAZ, Huntington, W. Va.
WPAR, Parkersburg, W. Va.

HOWARD C. BROWN CO.

Hollywood, Cal.—6404 Sunset Blvd. Tel.: Hollywood 6045. Mgr.: Howard C. Brown.

Represents

2UE, Sydney, Australia
3XY Melbourne, Australia
New Zealand Commercial Radio Stations

BURN-SMITH CO., Inc.

New York City—551 Fifth Ave. Tel.: Murray Hill 2-3124. Mgr.: C. Otis Rawalt.
Chicago—307 No. Michigan Ave. Tel.: Central 4290. Mgr.: John A. Toothill.
Los Angeles—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.
San Francisco—681 Market St. Tel.: Garfield 0947. Mgr.: Walter Biddick.

Represents

KMTR, Hollywood, Cal.
WRDW, Augusta, Ga.
*WGRC, Louisville
WELL, Battle Creek, Mich.
WFDF, Flint, Mich.
WKBZ, Muskegon, Mich.
*KGVO, Missoula, Mont.
WFTC, Kinston, N. C.
WMFD, Wilmington, N. C.
*WNBH, New Bedford, Mass.
*WBRK, Pittsfield, Mass.
WMRF, Lewistown, Pa.
KOCY, Oklahoma City
WGH, Newport News, Va.
*WALB, Albany, Ga.
WFMD, Frederick, Md.
WFNC, Fayetteville, N. C.
WDEF, Chattanooga, Tenn.
WSTP, Salisbury, N. C.
KPAC, Port Arthur, Tex.
WOLF, Syracuse, N. Y.
WWDC, Washington, D. C.
*WOPI, Bristol, Tenn.
KMAC, San Antonio, Tex.
WRUF, Gainesville, Fla.
KVFD, Fort Dodge, Ia.
*WISE, Asheville, N. C.
WHBC, Canton, O.
WMRC, Greenville, S. C.
KTRI, Sioux City, Ia.
WLOF, Orlando, Fla.
WIP, Philadelphia
WRRF, Washington, N. C.
KWJJ, Portland, Ore.
*WKPT, Kingsport, Tenn.
The Southern Network
WRRN, Warren, O.
KXA, Seattle, Wash.
WCBT, Roanoke Rapids, N. C.
WGBG, Greensboro, N. C.
WGTM, Wilson, N. C.
WBAX, Wilkes-Barre, Pa.
WBIR, Knoxville, Tenn.
*Daniel Boone Network
KFBC, Cheyenne, Wyo.
WCNC, Elizabeth City, N. C.
WHAI, Greenfield, Mass.

†CAPPER PUBLICATIONS

New York City—420 Lexington Ave. Tel.: Mohawk 4-3280. Mgr.: Philip Zach.
Chicago—180 No. Michigan Ave. Tel.: Central 5977. Mgrs.: Frank Gaughen-Felix Morris.
Kansas City—21 W. Tenth St. Tel.: Harrison 4700. Mgr.: Joe Story.
San Francisco—Russ Bldg. Tel.: Douglas 5220. Mgr.: W. B. Flowers.

Represents

KCKN, Kansas City, Kan. *WIBW, Topeka, Kan.

B. FRANK COOK

(Associated with Ward-Griffith Co. Inc., Newspaper Representatives)
Atlanta—Marietta St. Bldg. Tel.: Walnut 1231. Mgr.: B. Frank Cook.

(*Representation in the South Only*)

*WFBC, Greenville, S. C. WLOF, Orlando, Fla. *WALB, Albany, Ga.

COX & TANZ

Philadelphia—Drexel Bldg. Tel.: Lombard 1720. Mgr.: E. R. Tanz.
New York City—535 Fifth Ave. Tel.: Murray Hill 2-8284. Mgr.: A. P. Cox.
Chicago—228 No. LaSalle St. Tel.: Franklin 2095. Mgr.: J. C. Cox Jr.

Represents

WGAA, Cedartown, Ga.
WBLJ, Dalton, Ga.
WKMO, Kokomo, Ind.
WPAY, Portsmouth, O.
*KAST, Astoria, Ore.
WKOK, Sunbury, Pa.
WOLS, Florence, S. C.
WFIG, Sumter, S. C.
KGFX, Pierre, S. D.
*WHUB, Cookeville, Tenn.
KNEL, Brady, Tex.
*KPAB, Laredo, Tex.
KRBA, Lufkin, Tex.
KRLH, Midland, Tex.
KNET, Palestine, Tex.
KTBI, Tacoma, Wash.
WJMC, Rice Lake, Wis.
*KPOW, Powell, Wyo.
KFFA, Helena, Ark.
WMFR, High Point, N. C.
WMJM, Cordele, Ga.
KTNM, Tucumcari, N. M.
WKPA, New Kensington, Pa.
WJOB, Hammond, Ind.
WGNC, Gastonia, N. C.
WCHV, Charlottesville, Va.

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: 3-0381. Mgr.: Harry E. Cummings.

Southeastern Representative

*WJAX, Jacksonville, Fla.
*WROL, Knoxville, Tenn.
*WIOD, Miami, Fla.
*WHIO, Dayton, O.
*WFLA, Tampa, Fla.

*Daniel Boone Network Comprising:

*WOPI, Bristol, Tenn. *WKPT, Kingsport, Tenn. *WISE, Asheville, N. C.

†DE LISSER Inc.

New York City—11 E. 44th St. Tel.: Murray Hill 2-1753. Mgr.: William F. Gallagher.
Philadelphia—1421 Chestnut St. Tel.: Rittenhouse 1390. Mgr.: Ralph Steen.
Chicago—180 No. Michigan Ave. Tel.: Dearborn 8108. Mgr.: W. J. Fitzpatrick Jr.

Represents

WSLB, Ogdensburg, N. Y.

THE FOREMAN CO.

Chicago—Wrigley Bldg. Tel.: Delaware 1869. Mgr.: Edwin G. Foreman Jr.
New York City—247 Park Ave. Tel.: Eldorado 5-0174. Mgr.: Edwin G. Foreman Jr.
Beverly Hills, Cal.—205 S. Beverly Drive. Tel.: Crestview 1-2166.

Represents

WIND, Chicago
WQXR, New York City
WLAK, Lakeland, Fla.
WCAR, Pontiac, Mich.
KATE, Albert Lea, Minn.
WLOL, Minneapolis
WTAX, Springfield, Ill.
WHBL, Sheboygan, Wis.
KLCN, Blytheville, Ark.
KBST, Big Spring, Tex.
KCMC, Texarkana, Tex.
KGKL, San Angelo, Tex.
KPLT, Paris, Tex.
KRBC, Abilene, Tex.
Southern Minnesota Network

FORJOE & COMPANY

New York City—19 W. 44th St. Tel.: Vanderbilt 6-5080. Mgr.: Joseph Bloom.
Chicago—333 N. Michigan Ave. Tel.: Randolph 6225. Mgr.: Hal Holman.

Represents

WAJR, Morgantown, W. Va.
WCOU, Lewiston, Me.
WCAP, Asbury Park, N. J.
WIBM, Jackson, Mich.
*WJBK, Detroit
WLBC, Muncie, Ind.
WGES, Chicago
WSBC, Chicago
*KHUB, Watsonville, Cal.
KICA, Clovis, N. M.
KONO, San Antonio, Tex.
*KPAB, Laredo, Tex.
KPDN, Pampa, Tex.
*WISR, Butler, Pa.
KGBS, Harlingen, Tex.
KEEW, Brownsville, Tex.
KEYS, Corpus Christi, Tex.
WMVA, Martinsville, Va.

(Continued on page 62)

HOT NUMBERS

. . . for Spot Advertisers whose Budgets must go *farther* today!

Your nearest NBC Spot Sales Office is *your* key to successful Spot Radio campaigns at lowest cost.

The 11 NBC Key Stations represented by that office have proved for many years their ability to deliver sales-messages into homes *where sales-potentials are highest and sales-resistances lowest* . . . your best bets *today!* In New York, Chicago, San Francisco, Washington, Denver. In Cleveland and Schenectady—in Boston and Philadelphia—in Pittsburgh and Fort Wayne!

But that's not all. Any NBC Spot Sales Office will be glad to give you *the data you need* to win those markets! The listening-habits of Fort Wayne, for instance . . . the buying-habits of Boston. The reasons why Pittsburgh is a "department-store city" while Cleveland is not.

The data, in short, that lets you make full use of the inherent *flexibility* of Spot Radio. The data that lets you match your *methods* to your markets!

NBC SPOT SALES

Representing

WBZ Boston
WBZA Springfield
WEAF New York
WGY Schenectady
KYW Philadelphia
WRC Washington
KDKA Pittsburgh
WTAM Cleveland
WOWO Fort Wayne
WMAQ Chicago
KOA Denver
KPO San Francisco

Directory of
BROADCASTING STATION REPRESENTATIVES

[Continued from Page 60]

R. C. FOSTER

Boston—Statler Office Bldg. Tel.: Hubbard 5225. Mgr.: R. C. Foster.

New England Representation

*WDRC, Hartford	*WESX, Marblehead, Mass.	*WSYB, Rutland, Vt.
*WLAW, Lawrence, Mass.	WABI, Bangor, Me.	*WPRO, Providence, R. I.
*WNBH, New Bedford, Mass.	*WGAN, Portland, Me.	*WNEW, New York City
	*WMUR, Manchester, N. H.	

Non-Exclusive Representation

*WELI, New Haven	*WHAI, Greenfield, Mass.	*WBRK, Pittsfield, Mass.
WNLC, New London, Conn.	*WSAR, Fall River, Mass.	*WPEN, Philadelphia

FREE & PETERS, Inc.

Chicago—180 No. Michigan Ave. Tel.: Franklin 6373. Mgr.: James L. Free.
New York City—247 Park Ave. Tel.: Plaza 5-4131. Mgr.: H. Preston Peters.
San Francisco—111 Sutter St. Tel.: Sutter 4353. Mgr.: A. Leo Bowman.
Hollywood—1512 N. Gordon St. Tel.: Gladstone 3949. Mgr.: Hal W. Hoag.
Atlanta—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.

Represents

WGR, Buffalo, N. Y.	KARM, Fresno, Cal.	WDBJ, Roanoke, Va.
WKBW, Buffalo, N. Y.	KDAL, Duluth	WAVE, Louisville
WCKY, Cincinnati	WKZO, Kalamazoo, Mich.	KOMA, Oklahoma City
WOC, Davenport, Ia.	WTCN, Minneapolis-St. Paul	KTUL, Tulsa, Okla.
WHO, Des Moines	WMBD, Peoria, Ill.	KECA, Los Angeles
KMA, Shenandoah, Ia.	KSD, St. Louis	KOIN, Portland, Ore.
WDAY, Fargo, N. D.	WFBL, Syracuse	KALE, Portland, Ore.
KMBC, Kansas City	WCSC, Charleston, S. C.	KOB, Albuquerque, N. M.
WISH, Indianapolis	WIS, Columbia, S. C.	KROW, Oakland, Cal.
WJWC, Chicago	WINS, New York City	KIRO, Seattle
	WPTF, Raleigh, N. C.	

GRACE GIBSON

Hollywood—1651 Cosmo St. Tel.: Hollywood 6928. Mgr.: Grace Gibson.

(Represents Macquarie Network of Australia, Sydney, and through Macquarie represents New Zealand and South African stations.)

W. S. GRANT

San Francisco—580 Market St. Tel.: Garfield 7700. Mgr.: W. S. Grant.
Los Angeles—Hellman Bldg. Tel.: Michigan 4573. Mgr.: H. H. Conger.

Exclusive Representation McClung Stations in San Francisco-Los Angeles

KVCV, Redding, Cal.	KHSL, Chico, Cal.	KYOS, Merced, Cal.
*KTRB, Modesto, Cal.	KMYC, Marysville, Cal.	*KTKC, Visalia, Cal.
KDON, Monterey, Cal.	*KFJI, Klamath Falls, Ore.	*KGDM, Stockton, Cal.

HOMER GRIFFITH CO.

Hollywood—6362 Hollywood Blvd. Tel.: Granite 1726. Mgr.: Homer Griffith.
San Francisco—681 Market St. Tel.: Garfield 0947. Mgr.: R. J. Bidwell.
Seattle—White Bldg. Tel.: Main 6626. Mgr.: Hal Pearce.

Pacific Coast Representation

*KWYO, Sheridan, Wyo.	*KJBS, San Francisco	*WHLS, Port Huron, Mich.
*KSEI, Pocatello, Ida.	*WIRE, Indianapolis	*KPOW, Powell, Wyo.
*KTFI, Twin Falls, Ida.	*KELA, Centralia, Wash.	*KDFN, Casper, Wyo.
*KBKR, Baker, Ore.	*KWIL, Albany, Ore.	KVRS, Rock Springs, Wyo.
*WPEN, Philadelphia	KGEZ, Kalispell, Mont.	

Exclusive

KTOH, Lihue, T. H. *KENO, Las Vegas, Nev.

MELCHOR GUZMAN COMPANY Inc.

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(Represents stations in Cuba, Mexico, Central and South America)

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New York City—420 Lexington Ave. Tel.: Murray Hill 3-5470. Mgr.: Frank M. Headley.
Chicago—180 No. Michigan Ave. Tel.: Franklin 4686. Mgr.: Dwight S. Reed.
Detroit—New Center Bldg. Tel.: Madison 4675. Mgr.: Harry H. Walsh.
Atlanta—Glenn Bldg. Tel.: Walnut 1636. Mgr.: Gregory Murphy.
San Francisco—300 Montgomery St. Tel.: Yukon 1265. Mgr.: Ralph Mitchell.

Represents

*WSGN, Birmingham, Ala.	WITH, Baltimore	WFMJ, Youngstown, O.
WSFA, Montgomery, Ala.	KANS, Wichita, Kan.	WFBG, Altoona, Pa.
*WNBC, Hartford, Conn.	WSJS, Winston-Salem, N. C.	WJAC, Johnstown, Pa.
WROK, Rockford, Ill.	WBAB, Atlantic City, N. J.	WAPO, Chattanooga, Tenn.
WCOP, Boston	WHLD, Niagara Falls, N. Y.	WGAC, Augusta, Ga.
KFEQ, St. Joseph, Mo.	WKIP, Poughkeepsie, N. Y.	WALA, Mobile, Ala.
WSOC, Charlotte, N. C.	WFAS, White Plains, N. Y.	WJW, Akron, O.
WFCI, Pawtucket, R. I.	KMMJ, Grand Island, Neb.	

Connecticut Broadcasting System

GEORGE P. HOLLINGBERY CO.

Chicago—307 No. Michigan Ave. Tel.: State 2898. Mgr.: George P. Hollingbery.
New York City—420 Lexington Ave. Tel.: Murray Hill 3-9447. Mgr.: F. E. Spencer Jr.
Detroit—Park & Adams Sts. Tel.: Cherry 5200. Mgr.: Fred F. Hague.
Atlanta—Healy Bldg. Tel.: Walnut 3856. Mgr.: M. P. Martin.
San Francisco—300 Montgomery St. Tel.: Douglas 4393. Mgr.: R. J. Birch.
Los Angeles—607 So. Hill St. Tel.: Vandike 7386. Mgr.: J. V. Fisler.

Represents

WHAM, Rochester, N. Y.	WHDH, Boston	WPDQ, Jacksonville, Fla.
WEBC, Duluth, Minn.	WSPA, Spartanburg, S. C.	*WHIO, Dayton, O.
WADC, Akron, O.	WWJ, Detroit	WJDX, Jackson, Miss.
WTMA, Charleston, S. C.	KSCJ, Sioux City, Ia.	WEAU, Eau Claire, Wis.
WAAF, Chicago	WBIG, Greensboro, N. C.	WEEU, Reading, Pa.
*WSPR, Springfield, Mass.	*WIOD, Miami	WJBO, Baton Rouge, La.
WREN, Lawrence, Kan.	WBCM, Bay City, Mich.	KTSM, El Paso, Tex.
WSAV, Savannah, Ga.	KOWH, Omaha	WMFF, Plattsburg, N. Y.
WORD, Spartanburg, S. C.	WNBZ, Saranac Lake, N. Y.	WARM, Scranton, Pa.
	KVI, Tacoma, Wash.	

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Chicago—333 N. Michigan Ave. Tel.: Randolph 6225. Mgr.: Hal Holman.

Represents

WGOV, Valdosta, Ga.	WTCM, Traverse City, Mich.	WMAM, Marinette, Wis.
WHBU, Anderson, Ind.	*WISR, Butler, Pa.	WIBU, Poynette, Wis.
*WJBK, Detroit	KAND, Corsicana, Tex.	*WRJN, Racine, Wis.
*WHLS, Port Huron, Mich.	KXOX, Sweetwater, Tex.	KICD, Spencer, Ia.
WAYX, Waycross, Ga.		Wisconsin Network Inc.

INTERCOLLEGIATE BCSTG. STATION REPRESENTATIVES

New York City—507 Fifth Ave. Tel.: Vanderbilt 6-6075. Mgr.: Louis M. Block Jr.

(Represents Campus Stations at Princeton, Yale, Columbia, Cornell, Brown, Williams, Wesleyan, Union College, Rhode Island State, U. of Connecticut, Harvard, Hamilton, Alabama, Knox, Georgetown, Massachusetts State.)

THE KATZ AGENCY

New York City—500 Fifth Ave. Tel.: Wisconsin 7-8620. Mgr.: George Brett.
Chicago—307 No. Michigan Ave. Tel.: Central 4233. Mgr.: Gerald H. Gunst.
Detroit—General Motors Bldg. Tel.: Trinity 2-7685. Mgr.: Ralph Bateman.
Kansas City—Bryant Bldg. Tel.: Victor 7095. Mgr.: Gordon Gray.
Atlanta—Marietta St. Bldg. Tel.: Walnut 4795. Mgr.: Fred M. Bell.
Dallas—Republic Bank Bldg. Tel.: 2-7936. Mgr.: Frank Brimm.
San Francisco—Monadnock Bldg. Tel.: Sutter 7434. Mgr.: Richard S. Railton.

Represents

WGST, Atlanta	WFBM, Indianapolis	KLRA, Little Rock, Ark.
KGHL, Billings, Mont.	WCAE, Pittsburgh	WMAZ, Macon, Ga.
WMT, Cedar Rapids-Waterloo	WDAE, Tampa, Fla.	WREC, Memphis, Tenn.
	WTAD, Quincy, Ill.	WWL, New Orleans
WCFL, Chicago	KLZ, Denver	WKY, Oklahoma City
WKRC, Cincinnati	KRNT, Des Moines	WTOC, Savannah, Ga.
KVOR, Colorado Springs	KSO, Des Moines	*KFPY, Spokane, Wash.
WNAX, Yankton, S. D.	KGU, Honolulu	WSPD, Toledo, O.
WISN, Milwaukee	WFIL, Philadelphia	*WLAW, Lawrence, Mass.

JOHN KEATING

Portland, Ore.—Studio Bldg. Tel.: Beacon 1009. Mgr.: John Keating.

Special regional representation of Oregon, Washington and Idaho stations

*KAST, Astoria, Ore.	*KLBM, LaGrande, Ore.	*KELA, Centralia, Wash.
KRNR, Roseburg, Ore.	KWRC, Pendleton, Ore.	*KGY, Olympia, Wash.
*KFJI, Klamath Falls, Ore.	*KODL, The Dalles, Ore.	*KXRO, Aberdeen, Wash.
KSLM, Salem, Ore.	*KWIL, Albany, Ore.	*KMO, Tacoma, Wash.
*KOOS, Marshfield, Ore.	*KIDO, Boise, Ida.	KVOS, Bellingham, Wash.
*KBND, Bend, Ore.	*KTFI, Twin Falls, Ida.	*KPQ, Wenatchee, Wash.
*KBKR, Baker, Ore.	KRLC, Lewiston, Ida.	*KIT, Yakima, Wash.
*KORE, Eugene, Ore.	KWLK, Longview, Wash.	KUJ, Walla-Walla, Wash.
KMED, Medford, Ore.	KEVR, Seattle, Wash.	KEVE, Everett, Wash.
KUIN, Grants Pass, Ore.	*KFPY, Spokane, Wash.	

McCLATCHY BROADCASTING CO.

San Francisco—Russ Bldg. Tel.: Exbrook 2093. Mgr.: David H. Sandeberg.

Represents on West Coast

*KFBK, Sacramento, Cal.	*KMJ, Fresno, Cal.	*KWG, Stockton, Cal.
*KERN, Bakersfield, Cal.		*KOH, Reno, Nev.

(National representation by Paul H. Raymer Co.)

JOSEPH HERSHEY McGILLVRA

New York City—366 Madison Ave. Tel.: Murray Hill 2-8755. Mgr.: Joseph H. McGillvra
Chicago—919 No. Michigan Ave. Tel.: Superior 3444. Mgr.: Harold Higgins.
Los Angeles—Western Pacific Bldg. Tel.: Prospect 5319. Mgr.: H. L. Keeler.
San Francisco—Mills Bldg. Tel.: Sutter 1393. Mgr.: Duncan A. Scott.

Represents

KPAS, Pasadena	WNOE, New Orleans, La.	*WOV, New York City
KLX, Oakland, Cal.	WMEX, Boston	WSAY, Rochester, N. Y.
KPRO, Riverside, Cal.	WLAV, Grand Rapids, Mich.	KXL, Portland, Ore.
*KROY, Sacramento, Cal.	WSOO, Sault Ste. Marie, Mich.	KLO, Ogden, Utah
KVOD, Denver	KCMO, Kansas City, Mo.	KOVO, Provo, Utah
*WBRY, Waterbury, Conn.	*WMUR, Manchester, N. H.	*WSYB, Rutland, Vt.
WTSP, St. Petersburg, Fla.	WHCU, Ithaca, N. Y.	*KPQ, Wenatchee, Wash.
WEMP, Milwaukee, Wis.	*KINY, Juneau, Alaska	WGKV, Charleston, W. Va.

Canadian Stations Represented

CJCJ, Calgary, Alta.	CHSJ, Saint John, N. B.	CKCL, Toronto, Ont.
CJOR, Vancouver, B. C.	CHML, Hamilton, Ont.	*CKLW, Windsor, Ont.
CKX, Brandon, Man.	CFPL, London, Ont.	CHLP, Montreal, Que.
CFAR, Flin Flon, Man.	CKCO, Ottawa, Ont.	CKAC, Montreal, Que.
CKY, Winnipeg, Man.	CFOS, Owen Sound, Ont.	CHNC, New Carlisle, Que.
CKNB, Campbellton, N. B.	CKTB, St. Catherines, Ont.	CHRC, Quebec, Que.
CKCW, Moncton, N. B.	CFRB, Toronto, Ont.	CJBR, Rimouski, Que.
CJGX, Yorkton, Sask.	CJRM, Regina, Sask.	

Mexican Stations Represented

XEW, Mexico City XEQ, Mexico City

†J. P. McKINNEY & SON

New York City—30 Rockefeller Plaza. Tel.: Circle 7-1178. Mgr.: Norbert L. O'Brien.
Chicago—400 No. Michigan Ave. Tel.: Superior 9866. Mgr.: J. E. Coombes
San Francisco—681 Market St. Tel.: Garfield 0947. Mgr.: R. J. Bidwell.

Represents

WENY, Elmira, N. Y.	WRAK, Williamsport, Pa.	WHDL, Olean, N. Y.
WABY-WOKO, Albany	WTHT, Hartford, Conn.	WDAN, Danville, Ill.
	WHEC, Rochester, N. Y.	

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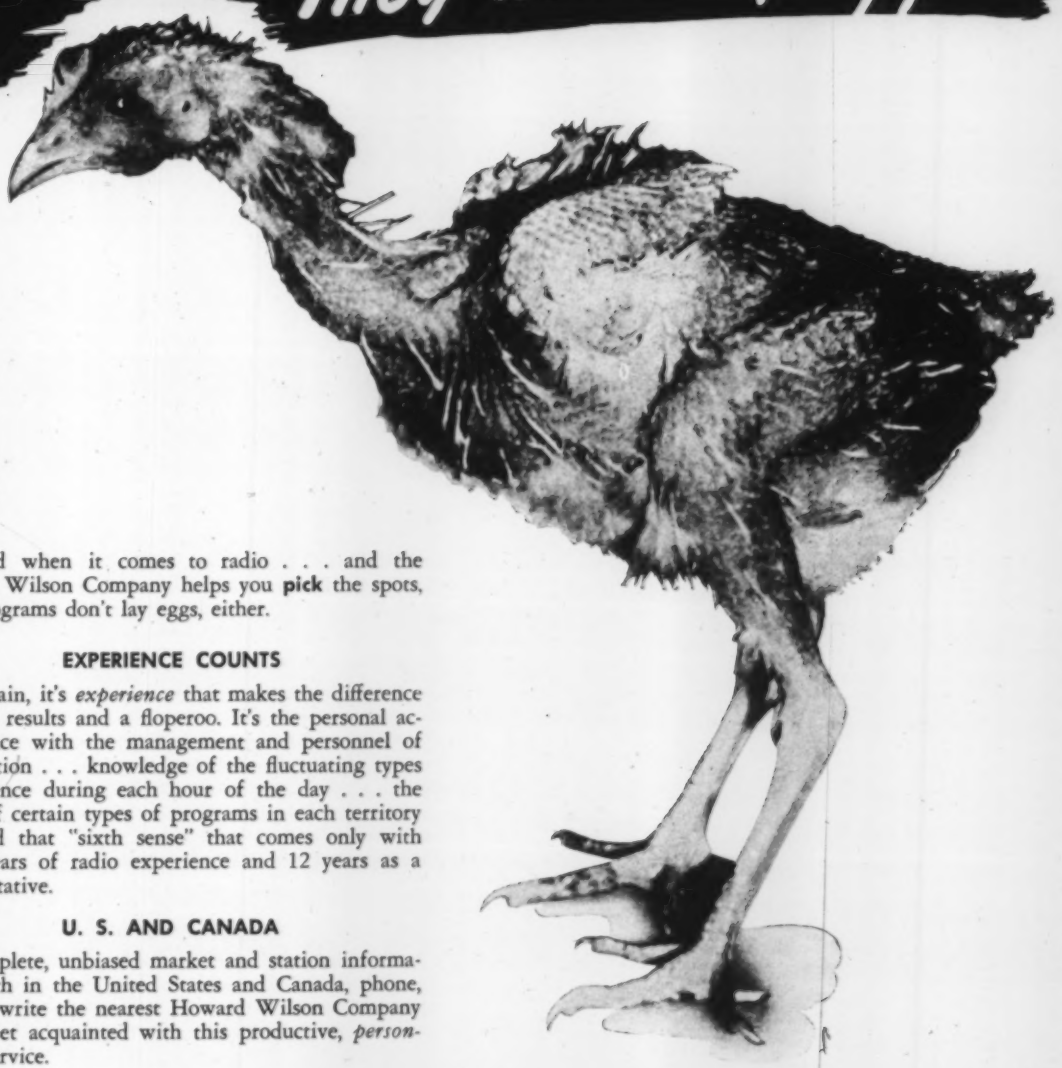
When they're PICKED they don't lay eggs



And when it comes to radio . . . and the Howard Wilson Company helps you **pick** the spots, your programs don't lay eggs, either.

EXPERIENCE COUNTS

Once again, it's *experience* that makes the difference between results and a floperoo. It's the personal acquaintance with the management and personnel of each station . . . knowledge of the fluctuating types of audience during each hour of the day . . . the "pull" of certain types of programs in each territory . . . and that "sixth sense" that comes only with many years of radio experience and 12 years as a representative.

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SEATTLE
4404 White Bldg
Maine 6626

NEW YORK
551 Fifth Avenue
Murray Hill 6-1230

Directory of
BROADCASTING STATION REPRESENTATIVES

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NATIONAL BROADCASTING CO. [NBC SPOT]

(National Spot and Local Sales Dept.)

New York City—30 Rockefeller Plaza. Tel.: Circle 7-8300. Mgr.: J. V. McConnell. Asst. Mgr.: W. O. Tilenius.

Chicago—Merchandise Mart. Tel.: Superior 8300. Mgr.: O. Morton.
Cleveland—815 Superior Ave. N.E. Tel.: Cherry 0942. Mgr.: D. G. Stratton.
Boston—Hotel Bradford. Tel.: Hancock 4261. Mgr.: Elmer Kettell.
Denver—1625 California St. Tel.: Main 6211. Mgr.: James R. MacPherson
Hollywood—Sunset & Vine. Tel.: Hollywood 6161. Mgr.: Fred C. Selzer, Jr.
San Francisco—Taylor & O'Farrell Sts. Tel.: Sutter 1920. Mgr.: Thomas M. Ray Jr.
Washington—Trans-Lux Bldg. Tel.: Republic 4000. Mgr.: John Dodge.

Represents

WEAF, New York City
WBZ, Boston
WBZA, Springfield, Mass.
WOWO, Fort Wayne, Ind.
WMAQ, Chicago
WTAM, Cleveland
KYW, Philadelphia
KPO, San Francisco
WGL, Fort Wayne, Ind.
WRC, Washington
KDKA, Pittsburgh
WGY, Schenectady
KOA, Denver

NORTHWEST RADIO ADVERTISING CO., Inc.

Seattle, Wash.—American Bldg. Tel.: Elliott 5488. Mgr.:Edwin A. Kraft.

Represents

*KINY, Juneau, Alaska
*KTKN, Ketchikan, Alaska

PAN AMERICAN BROADCASTING CO.

New York City—330 Madison Ave. Tel.: Murray Hill 2-0811. Mgr.:E. Bernald.
Chicago—228 No. LaSalle St. Mgr.: Fred R. Jones.
(*Latin American representation*)

JOHN E. PEARSON CO.

Chicago—360 No. Michigan Ave. Tel.: Franklin 2359. Mgr.: John E. Pearson.
New York—342 Madison Ave. Tel.: Murray Hill 2-0578. Mgr.: Hines Hatchett.

Represents

KGBX, Springfield, Mo.
KWTO, Springfield, Mo.
KDTH, Dubuque, Ia.
WEW, St. Louis
*WJJD, Chicago
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CKCW Moncton

Stovin & Wright

RADIO STATION REPRESENTATIVES

MONTREAL TORONTO WINNIPEG

President Roosevelt's Executive Order of June 13, 1942 Creating

The Office of War Information

[For Officials and Staff, see page 288]

In recognition of the right of the American people and of all other peoples opposed to the Axis aggressors to be truthfully informed about the common war effort, and by virtue of the authority vested in me by the Constitution, by the First War Powers Act, 1941, and as President of the United States and Commander in Chief of the Army and Navy, it is hereby ordered as follows:

Agencies Involved

1. The following agencies, powers, and duties are transferred and consolidated into the Office of War Information which is hereby established within the Office for Emergency Management in the Executive Office of the President:

a. The Office of Facts & Figures and its powers and duties.

b. The Office of Government Reports and its powers and duties.

c. The powers and duties of the Coordinator of Information relating to the gathering of public information and its dissemination abroad, including, but not limited to, all powers and duties now assigned to the foreign information service, radiopost, publications, and pictorial branches of the Coordinator of Information.

d. The power and duties of the Division of Information of the Office for Emergency Management relating to the dissemination of general public information on the war effort, except as provided in paragraph 4.

2. At the head of the Office of War Information shall be a Director appointed by the President. The director shall discharge and perform his functions and duties under the direction and supervision of the President. The director may exercise his powers, authorities, and duties through such officials or agencies and in such manner as he may determine.

3. There is established within the Office of War Information a Committee on War Information Policy consisting of the Director as chairman, representatives of the Secretary of State, the Secretary of War, the Secretary of the Navy, the Joint Psychological Warfare Committee, and of the Coordinator of Inter-American Affairs, and such other members as the Director, with the approval of the President, may determine. The Committee on War Information Policy shall formulate basic policies and plans on war information, and shall advise with respect to the development of coordinated war information programs.

4. Consistent with the war information policies of the President and with the foreign policy of the United States, and after consultation with the Committee on War Information Policy, the director shall perform the following functions and duties:

List of Duties

a. Formulate and carry out, through the use of press, radio, motion picture, and other facilities, information programs designed to facilitate the development of an informed and intelligent understanding, at home and abroad, of the status and progress of the war effort and of the war policies, activities, and aims of the Government.

b. Coordinate the war information activities of all Federal departments and agencies for the purpose of assuring an accurate and consistent flow of war information to the public and the world at large.

c. Obtain, study, and analyze information concerning the war effort and advise the agencies concerned with the dissemination of such information as to the most appropriate and effective means of keeping the public adequately and accurately informed.

d. Review, clear and approve all proposed radio and motion picture programs sponsored by Federal departments and agencies; and serve as the central point of clearance and contact for the radio broadcasting and motion picture industries, respectively, in their relationships with Federal departments and agencies concerning such Government programs.

e. Maintain liaison with the information agencies of the United Nations for the purpose of relating the Government's informational programs and facilities to those of such nations.

f. Perform such other functions and duties relating to war information as the President may from time to time determine.

5. The director is authorized to issue such directives concerning war information as he may deem necessary or appropriate to carry out the purposes of this order, and such directives shall be binding upon the several Federal departments and agencies. He may establish by regulation the types and classes of informational programs and releases which shall require clearance and approval by his office prior to dissemination. The director may require the curtailment or elimination of any Federal information service, program, or release which he deems to be wasteful or not directly related to the prosecution of the war effort.

6. The authority, functions, and duties of the Director shall not extend to the Western Hemisphere exclusive of the United States and Canada.

7. The formulation and carrying out of informational programs relating exclusively to the authorized activities of the several departments and agencies of the Government shall remain with such departments and agencies, but such informational programs shall conform to the policies formulated or approved by the Office of War Information. The several departments and agencies of the Government shall make available to the director, upon his request, such information and data as may be necessary to the performance of his functions and duties.

8. The director of the Office of War Information and the Director of Censorship shall collaborate in the performance of their respective functions for the purpose of facilitating the prompt and full dissemination of all available information which will not give aid to the enemy.

Cooperative Functions

9. The director of the Office of War Information and the Defense Communications Board shall collaborate in the performance of their respective functions for the purpose of facilitating the broadcast of war information to the peoples abroad.

10. The functions of the Division of Information of the Office for Emergency Management with respect to the provision of press and publication services relating to the specific activities of the constituent agencies of the Office for Emergency Management are transferred to those constituent agencies respectively, and the Division of Information is accordingly abolished.

11. Within the limits of such funds as may be made available to the Office of War Information, the Director may employ necessary personnel and make provision for the necessary supplies, facilities and services. He may provide for the internal management and organization of the Office of War Information in such manner as he may determine.

Records Transferred

12. All records, contracts, and property (including office equipment) of the several agencies and all records, contracts, and property used primarily in the administration of any powers and duties transferred or consolidated by this order, and all personnel used in the administration of such agencies, powers, and duties (including officers whose chief duties relate to such administration) are transferred to the Office of War Information, for use in the administration of the agencies, powers, and duties transferred or consolidated by this Order; provided, that any personnel transferred to the Office of War Information by this Order, found by the Director of the Office of War Information to be in excess of the personnel necessary for the administration of the powers and duties transferred to the Office of War Information, shall be retransferred under existing procedure to other positions in the Government service, or separated from the service.

13. So much of the unexpended balances of appropriations, allocations, or other funds available for the use of any agency in the exercise of any power or duty transferred or consolidated by this order or for the use of the head of any agency in the exercise of any power or duty so transferred or consolidated, as the Director of the Bureau of the Budget with the approval of the President shall determine, shall be transferred to the Office of War Information, for use in connection with the exercise of powers or duties so transferred or consolidated. In determining the amount to be transferred, the Director of the Bureau of the Budget may include an amount to provide for the liquidation of obligations incurred against such appropriations, allocations, or other funds prior to the transfer or consolidation.

FULL TEXT of the Military Order accompanying the Executive Order:

By virtue of the authority vested in me as President of the United States and as Commander-in-Chief of the Army and Navy of the United States, it is ordered as follows:

1. The office of Coordinator of Information established by Order of July 11, 1941, exclusive of the foreign information activities transferred to the Office of War Information by Executive Order of June 13, 1942, shall hereafter be known as the Office of Strategic Services, and is hereby transferred to the jurisdiction of the United States Joint Chiefs of Staff.

2. The Office of Strategic Services shall perform the following duties:

a. Collect and analyze such strategic information as may be required by the United States Joint Chiefs of Staff.

b. Plan and operate such special services as may be directed by the United States Joint Chiefs of Staff.

3. At the head of the Office of Strategic Services shall be a Director of Strategic Services who shall be appointed by the President and who shall perform his duties under the direction and supervision of the United States Joint Chiefs of Staff.

4. William J. Donovan is hereby appointed as Director of Strategic Services.

5. The Order of July 11, 1941 is hereby revoked.

OWI Regulations No. 1 and 2 Covering Policy and Time Clearance

OWI Regulation No. 1
Effective July 13, 1942

To the Heads of all Executive Departments and Agencies:

Pursuant to Executive Order No. 9182, issued June 13, 1942, authorizing the Director of War Information

(a) to formulate and carry out information programs designed to facilitate the development of an informed and intelligent understanding, at home and abroad, of the status and progress of the war effort and of the war policies, activities, and aims of the government

(b) to coordinate the war informational activities of all Federal departments and agencies

(c) to issue directives concerning war information which shall be binding upon the several Federal departments and agencies, and

(d) to establish by regulation the types and classes of informational programs and releases which shall require clearance and approval by the Office of War Information prior to dissemination

this regulation is issued, effective Monday, July 13, 1942.

1. Information Policy

The Federal Government will issue as promptly as possible all news and background information essential to a clear understanding of this Nation's war effort. The what, why, when, and how will be told. The impact of the war on all phases of American life will be reported. So will the cooperative efforts of the United Nations. Only information which would give aid and comfort to the enemy will be withheld.

(a) With the aid of the Committee on War Information Policy and of the policy staff of the Office of War Information, the Director of War Information will establish, and keep current, policies governing the war information activities of all Federal agencies.

(b) Within the general policies so established and in harmony with the clearance procedures hereinafter set forth, officers of Federal Departments and agencies are directed to maintain an open-door policy in their relations with representatives of the press, radio, and other media.

(c) War information problems requiring policy decision shall be brought promptly to the attention of the Director of War Information through his liaison representatives, in order that policies may be determined and the information issued without delay.

2. Information Activities of Federal Departments and Agencies

Within the framework of policies established by the Director of War Information, all Departments and agencies of the Government will continue to be responsible for and will release direct to the public information which relates exclusively to their authorized activities and which does not bear significantly upon the war information program and policies of the Government.

(a) After consultation between representatives of the Office of War Information and of each Federal Department or agency, this general regulation will be developed in greater detail to meet the specific problems that may arise in each such Department or agency.

(b) Each Department and agency shall immediately review its information program and, in the interest of economy and effective war work, discontinue all non-essential phases thereof. An enumeration of the classes and types of information thus discontinued shall be reported by each Department and agency to the Director of War Information not later than August 15, 1942.

(c) Each Department and agency shall designate a representative with authority to cooperate with the Office of War Information in expediting the handling of those classes of war information requiring central clearance, as enumerated in succeeding sections of this regulation.

3. News

(a) *General.* News releases relating significantly to the war effort or dealing with activities broader than the authorized work of the initiating agency shall, where possible, be prepared by the appropriate Federal Department or agency for clearance and issuance by the News Bureau of the Office of War Information. The Chief of the News Bureau will be responsible for clearing such releases with the appropriate policy officers of OWI and with the Departments and agencies concerned. Announcements, statements, material for radio news and newsreels,

(*Continued on page 68*)

(*Continued from page 67*)

news pictures, and other material which have the same purpose as a news release shall be handled in the same manner as news releases.

(b) *Information Involving the Armed Services.* The Office of War Information will cooperate with the War and Navy Departments in facilitating the fullest possible dissemination of information involving military and naval actions. Whether specific military information would be of aid to the enemy will be determined by the War or Navy Department after consultation with the Director of War Information.

4. Addresses

In accordance with directives heretofore issued by the President, all addresses by the heads of Federal Departments and agencies and by other policy-forming officials will be cleared by the originating agency with the Chief of the Bureau of Publications and Graphics of the Office of War Information. The Chief of the Bureau will consult with the appropriate policy officers of OWI and with other governmental agencies in handling such clearance.

5. Publications

Most bulletins relate exclusively to the work of a single agency and do not involve war information policy; they will therefore continue to be prepared and published by the initiating Department or agency, without clearance. Publications relating significantly to the war effort, or dealing with activities broader than the authorized work of the initiating agency shall be cleared with the Chief of the Bureau of Publications and Graphics, who will be responsible for consulting appropriate Federal officials in reaching decisions.

6. Radio

Because radio time is limited, the Office of War Information will review and clear all proposed radio programs sponsored by Federal Departments and agencies (whether they directly bear upon war information or not), will allocate available time for such programs, and will serve as the central point of clearance and contact for the broadcasting industry in its relationships with Federal Departments and agencies concerning such government programs. Federal Departments and agencies desiring to disseminate information by radio, will make necessary arrangements through the Chief of the Radio Bureau, Office of War Information; the Chief of Bureau will be responsible for consulting the appropriate policy officers and subject-matter authorities in arranging final clearance of such programs.

7. Motion Pictures

The Chief of the Bureau of Motion Pictures, Office of War Information, will serve as the central point of contact between the motion picture industry and Federal officials to the end that the motion picture industry, both theatrical and non-theatrical, may make the maximum contribution to keeping the American public fully informed on vital aspects of the war. Official motion pictures of the Federal Government as a rule will be produced under the direction of the Chief of the Bureau of Motion Pictures; they may be produced by individual Departments and agencies after review, clearance, and approval of the Chief of Bureau.

8. Posters and Other Graphics

To reduce costs, the Office of War Information will maintain a central graphics service; proposed posters and related graphic material relating to the war effort shall be cleared with the Chief of the Bureau of Publications and Graphics who, after clearance of the initial plans, will make the services of the central staff available for production of such graphics.

9. Advertising

To avoid conflict and confusion, the Advertising Division of the Bureau of Special Operations, OWI, will, whenever war information is involved, serve as a central point of contact and clearance between government Departments and agencies and all branches of the advertising industry.

10. Foreign Language Services

To reduce the cost involved when several Departments and agencies arrange for the translation of news, features, and other material for the use of foreign language publications and radio stations in this country and provide special services to such media, all war information proposed for dissemination to such media shall be handled through the Foreign Language Division, Bureau of Special Operations, Office of War Information.

11. Comprehensive War Information

As contrasted to the specialized releases and information programs of the several Departments and agencies, the Office of War Information will prepare and publish comprehensive war information.

(a) The office will prepare and issue press releases, radio programs, publications, posters, motion pictures, and related materials which deal with subjects broader than the activities of a single agency, and shall have access to such information as may be necessary to carry out this task.

(b) The office will manage coordinated information programs involving the assistance of many Departments and agencies and the use of many media.

(c) The office will assign to specific Departments and agencies the responsibility for preparing for OWI materials needed in comprehensive information programs.

12. Information in the Field

The News Bureau of the Office of War Information will maintain a restricted number of field offices, located at centers of greatest war activity and of concentrated news-dissemination facilities.

(a) The field services of each Federal Department or agency will be responsible for preparing and disseminating information not related significantly to the war effort. The head of each Federal Department or agency shall instruct his field employees to release in the field only such information as is within clearly defined policy and exclusively within the authorized activities of his agency.

(b) Release which bear definitely upon war activities or policy or which include material broader than the authorized activities of the preparing agency shall be cleared with and issued by the nearest OWI field office.

(c) Radio programs relating to the war effort prepared by Federal agencies in the field for individual stations or regional or national networks shall be reviewed and cleared by the most convenient OWI field information office.

(c) Publications and graphics prepared and issued in the field and relating significantly to the war effort, or dealing with activities broader than the authorized work of the initiating agency shall be cleared with the nearest OWI field office.

13. Overseas Information

All information for official dissemination outside the continental limits of the United States (except to Central and South America) shall be handled exclusively by the Overseas Branch of the Office of War Information, whether such dissemination involves news releases, radio, short-wave radio, publications, graphics, motion pictures, or other media.

(a) To avoid duplication the News Bureau of the Office of War Information will gather news for the Overseas Branch as well as for the Domestic Branch of the Office, but dissemination abroad will be the responsibility of the Overseas Branch.

(b) All Departments and agencies shall provide the Overseas Branch with materials they believe useful for overseas use, and shall prepare material at the request of OWI.

14. Personnel

In view of the importance of providing all the people with information so presented that they shall be "truthfully informed about the common war effort," the Office of War Information and the Departments and agencies shall cooperate in insuring that informational work is in competent, experienced hands. As required by Executive Order 9182, the Director of War Information, after consultation with the appropriate Departments or agencies, will direct the discontinuance of the activities of persons performing unnecessary information work.

15. OWI-OCD Cooperation

To meet the requests of discussion groups throughout the United States for facts on all phases of the war effort, the Office of War Information will cooperate with the Office of Civilian Defense in aiding such local discussion groups obtain special pamphlets and related materials on the war effort.

Despite the distinctions made in this regulation between information issued direct by the several Departments and agencies and that issued by the Office of War Information, the appropriate media bureaus of OWI will, at the request of Departments or agencies which lack their own facilities, prepare and issue information materials for such Departments or agencies.

OWI Regulation No. 2
Effective Oct. 1, 1942

To the Heads of all Departments and Agencies:

On July 10, the Office of War Information issued Regulation Number One stating *generally* the operating functions of all departments and agencies, including this office, in the handling of government information related to the war.

Today I am issuing Regulation Number Two amplifying Section 6 of Regulation Number One relating to review and clearance of all proposed radio programs.

These procedures are established (1) because radio time is limited; and (2) to insure uniformity of government war policy to the end that the public is not confused by overlapping and conflicting statements issued from several sources.

ELMER DAVIS, *Director.*

In accordance with OWI General Order No. 1, Section 6, issued July 10, 1942, all plans or proposals for new or continuing series or for individual radio programs developed by or for the national headquarters of the several Government Agencies for local stations or networks will be submitted to the Chief of the Radio Bureau, OWI, for clearance.

A. New Radio Programs Proposed by Headquarters of Government Agencies

1. Plans for new radio programs will be submitted in writing to the Chief of the Radio Bureau with a complete statement, including

(a) The purpose of the program or series;

(b) The proposed method of presenting the program, whether over a network, through local stations, live or by transcription;

(c) The cost of the program and by whom such costs are to be paid;

(d) The date proposed for release of the individual program [illegible] with a copy of the script;

(e) The date proposed for the [illegible] ation of a series, the proposed [illegible] of the series, and a sample scr[illegible] gether with the name of the wri[illegible]

2. Programs approved for [illegible] use will be submitted by the O[illegible] War Information to the netwo[illegible] consideration. OWI will promp[illegible] form the sponsoring Gove[illegible] Agency of the disposition made [illegible] proposal.

3. Programs approved for tr[illegible] tions will be given a war [illegible] tion priority rating and the [illegible] such programs will be scheduled [illegible] cordance with such ratings.

4. After approval of the basic [illegible] each script in the series, whether [illegible] or transcribed shows, will be s[illegible] ted to the Radio Bureau, OW[illegible] clearance.

5. Requests for time for a [illegible] broadcast by a speaker may be [illegible] dled directly by the several A[illegible] with the networks or stations. [illegible] cordance with OWI Regulations [illegible] such speeches will continue [illegible] cleared by the Chief of the Bu[illegible] Publications and Graphics of the [illegible]

6. The distribution of all [illegible] scripts and transcriptions will be [illegible] dled by the Radio Bureau of the [illegible] unless otherwise approved by [illegible] Chief of the Radio Bureau of O[illegible]

B. Government Material S[illegible] by National Headquarters [illegible] Established Radio Progra[illegible]

1. Proposals by Government [illegible] cies for the inclusion of offic[illegible] terial in established programs [illegible] mercial or sustaining, will be s[illegible] ted to the Radio Bureau, OW[illegible] the discretion of the Radio B[illegible] this material will be channelled [illegible] proper outlets. Producers of ra[illegible] grams seeking specific informa[illegible] assistance from a Federal A[illegible] will be referred directly to the [illegible] mation division of the proper a[illegible] OWI shall be informed of the [illegible] ance or information supplied.

2. Proposals by private e[illegible] tions, networks, or sponsors [illegible] eral agency collaboration in d[illegible] ing single programs or series [illegible] grams will be cleared with the [illegible] Bureau, OWI, by the agen[illegible] cerned.

3. Allocation Plans (for [illegible] Government messages on com[illegible] and sustaining programs) w[illegible] continued by the Radio Bu[illegible] OWI.

C. Government Radio Pr[illegible] Now on the Air, Produ[illegible] by or for National [illegible] Headquarters

1. All Federal Departme[illegible] agencies will submit scripts [illegible] broadcasts to the Radio Bureau [illegible] for clearance.

2. Beginning October 1, the [illegible] the Radio Bureau, OWI, w[illegible] conferences with representat[illegible] Federal Departments and [illegible] now broadcasting programs to [illegible] the importance of such prog[illegible] the war effort.

D. Radio Activities of Gove[illegible] Field Offices

1. Government radio materi[illegible] on local stations by or for [illegible] offices, of the several agencies [illegible] cleared through the field o[illegible] OWI. *However*, all instructio[illegible] by the national headquarters [illegible] Government agencies to fie[illegible] regarding the use of radio w[illegible] mitted for clearance to the Ra[illegible] reau, OWI.

2. Proposals originating w[illegible] offices for new regional or [illegible] network programs or propo[illegible] the inclusion of official materi[illegible] tablished regional or national [illegible] programs, commercial or s[illegible] will be submitted to the in[illegible] headquarters of the agency [illegible] for clearance with the Radio [illegible] OWI.

XUM

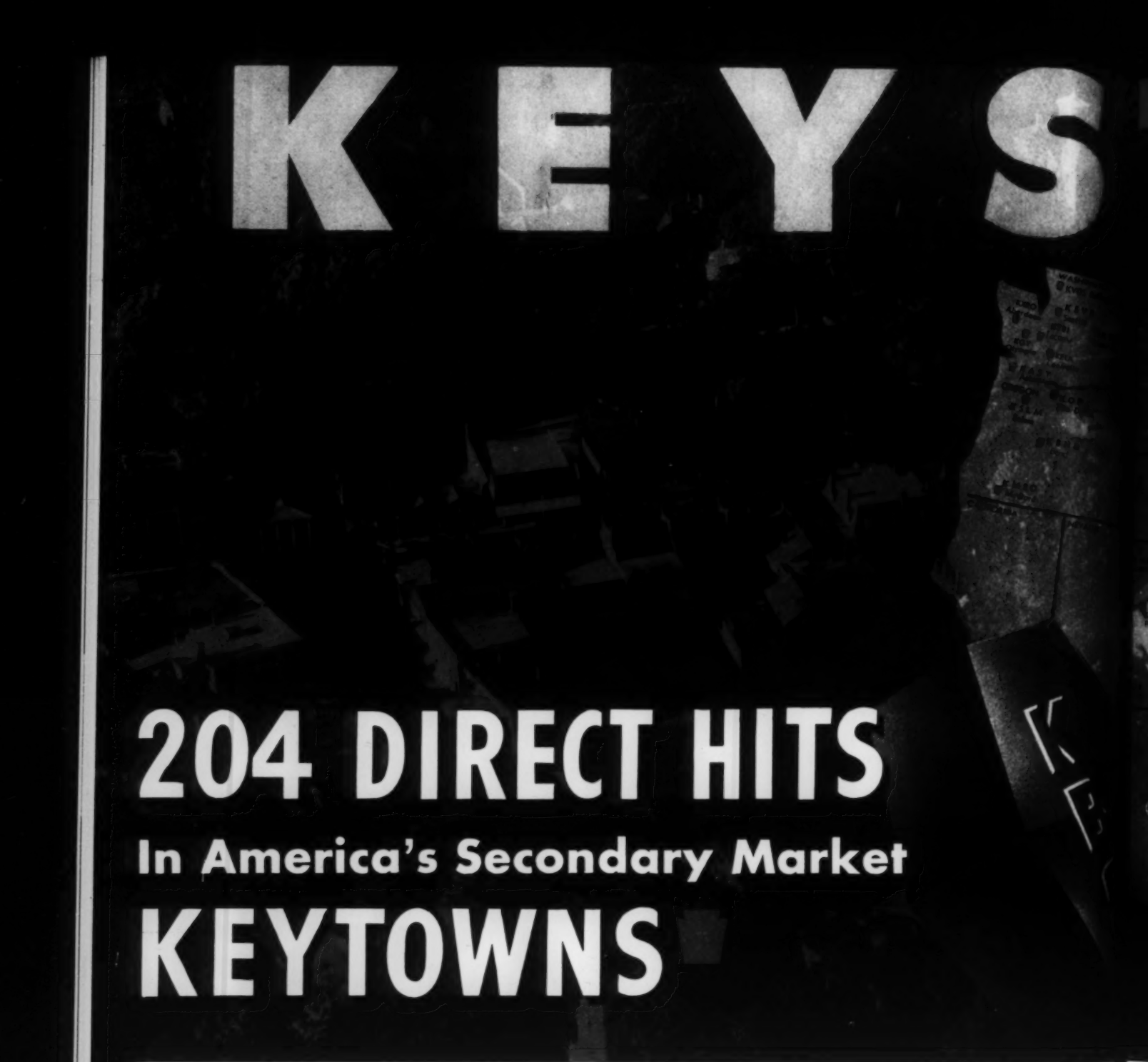
YOUR 1943 SECOND FRONT

KEYSTONE

CAPTURE OF KBS SMALL-TOWN MARKETS NOW A MUST!

Here's news on the home front—as staggering as the news of the North African invasion: There's been a dynamic upheaval in American business—an entirely new sales picture. It sweepingly reverses the old one. Today the sales increase in small stores in small towns is as much as *four times greater* than the increase in the big, metropolitan cities. (Latest '42-'43 surveys prove this. They will be submitted on request.) The all-time high of farmers' spendable income—5 billion dollars net—is one of the main reasons. *Rationing* and *buying at home* are other vital ones. ★ Up to now, YOU, the network advertiser, have been satisfied with the "laissez faire" attitude—"use the major networks and cover all." Now, that will no longer do. First, because you don't cover all. (Latest FCC surveys put ⅓ of the nation beyond dependable major wired network coverage.) Second, because the small towns now are more active and more important than ever before. No longer can you be off-hand about small towns. Today you must take a strong, vigorous OFFENSIVE on that vital second front. You must cultivate the small town and small store markets—keep abreast of brand developments there—guard your consumer franchise there. Your salesmen and wholesalers can't go there personally as they could heretofore. So you've got to go there yourself, via Radio —yes, via KEYSTONE radio, the lowest per capita cost in broadcasting history. We'll show you the evidence —the record of performance. In the face of this nation-wide sales shift you can't afford NOT ACTING on this—in this crucial fighting year of survival, 1943.

XUM



204 DIRECT HITS

In America's Secondary Market

KEYTOWNS

As 1943 bows in, events have opened up a second front of broadcasting activity for America's national advertisers. This vital secondary radio market of small communities and rural trading areas is dominated by the affiliated stations of the Keystone transcription network. 204 in number, from coast-to-coast, they represent *204 direct hits* in America's secondary market *KEYTOWNS*. They top the list of areas for increased spending in the general business shift of 1943. There is not a near-miss in the Keystone "air-force". They are, in practically every case, your first and only approach to these secondary market areas. ☆ For Keystone delivers radio service to the "uncovered one-third" of America—those areas shown in latest F.C.C. surveys and reports to be outside of dependable network coverage. KBS fills in the gaps in this nation-wide network coverage, helping to remove the blind spots which caused government authorities to deplore the heretofore conclusive fact that "millions of persons receive no adequate network service under existing conditions." Now Keystone has plugged these gaps in country-wide broadcasting service by its specialized coverage into secondary markets

XUM

ST O N E

liver reas, serving small urban communities, their ad-
Amer cent trading areas as well as their rich rural, and
s an gricultural environs. ★ Check the Keystone Vic-
cov ory Package to capture these Keytowns. One
e ne ansaction—instead of 204 separate deals—one
spot ver-all group price to carry your successful inva-
plon on into the secondary markets at *mass coverage*
f per sts. Yes, by means of a grouping of facilities into
nde streamlined cross-country transcription system,
gge inus the costs of telephone lines, a new economic
rvic rinciple has been established in broadcasting. It
ark nables you to cover the small towns and sparsely populated areas at no more (and in many cases less) than the per capita cost of covering the country's metropolitan and densely populated areas in the major markets. ★ *Investigate the Keystone "Related Coverage Analysis" for a customized plan of supplementing your current station list without duplication into the virtually promotion-neglected secondary markets. Also, send for the KBS coverage map, based on an independent survey, rate card and station list. Use coupon below.*

Please send the following KBS material:

1. **Related Coverage Analysis**
2. **Coverage Map**
3. **Rate Card**
4. **Station List**

Name _____

Address _____

City _____ **State** _____

By _____

XUM

KEYSTONE TRANSCRIPTION NETWORK

SERVING 69,000,732 POPULATION or 52.4% of the United States through 204 local Affiliated Stations — Coast-to-Coast

	TOTAL AREA	PRIMARY AREA	INTENSE AREA
Population	69,000,732	31,673,145	19,073,072
Radio Homes	14,248,835	6,475,986	3,732,412
Total Retail Stores	777,200	411,900	247,130
Annual Retail Sales	$15,329,324,000	$ 8,173,758,000	$5,023,782,000
Total Food Stores	219,183	126,306	72,277
Annual Food Sales	$ 3,778,070,100	$ 2,153,500,000	$1,227,453,000
Total General Stores	36,288	23,332	7,770
Annual General Store Sales	$ 855,093,700	$ 547,800,000	$ 180,786,000
Total General Mdse. Stores	27,600	12,430	7,458
Annual General Mdse. Sales	$ 1,997,111,100	$ 898,700,000	$ 539,278,000
Total Eating & Drinking Places	122,441	70,650	40,698
Annual Eating & Drinking Sales	$ 1,108,027,500	$ 631,575,400	$ 359,998,000
Total Drug Stores	26,967	14,631	7,627
Annual Drug Sales	$ 658,400,000	$ 355,577,000	$ 184,900,000
Annual Wages Earned	$ 8,618,581,000	$ 4,276,414,000	$2,565,848,400
Farmers	16,140,913	10,660,644	6,396,386
Total Farms	5,247,300	2,361,300	1,428,879
Value of Farms*	$28,090,410,200	$12,740,684,600	$7,664,410,800

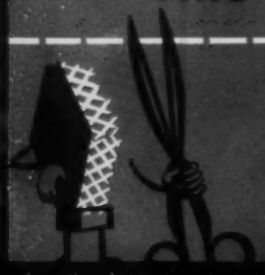
Based on Walter P. Burn & Associates Survey

Sources: (a) Consumer Market Data Handbook (1940)
(b) United States Census (1940)
(c) Census of Business, 1941

U. S. farmers are more prosperous than ever before. Their over-all income for 1942 amounted to 18 billion dollars. That is twice the agricultural receipts of two years ago—45% over 1941—double the 1935-39 average—a billion more than World War I—36% more than the all time farm peak of 1910-14. After paying all expenses, taxes, interest, etc., the farmer will have at least 5 billion dollars—free and clear—to spend in 1943. This record-breaking farm cash income is now focused upon America's Keytowns, dominated by the KBS affiliated stations.

Wire, write or phone for a representative to call and explain the Keystone Plan in detail. Let us help you launch your 1943 second front and capture the vital secondary markets with Keystone.

THIS IS THE KEYSTONE BROADCASTING SYSTEM



Clip this coupon, place in envelope and mail to KBS headquarters addressed to: 580 Fifth Avenue, New York City.

CHICAGO
134 No. LaSalle St.
State 4198

NEW YORK
580 Fifth Avenue
Phone—Le. 2-2337

HOLLYWOOD
6331 Hollywood Blvd.
Hemptead 6801

Directory of
BROADCASTING STATIONS OF THE UNITED STATES

s—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.

(Data corrected to January 1, 1943)

INS—International News Service. PA—Press Assn. Inc. *Subsidiary of Associated Press* **TP—Transradio Press. UP—United Press.**

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANNISTON	WHMA	1450	250	Harry M. Ayers 14th & Noble St. 2380	Blue	Harry M. Ayers J. W. Buttram J. W. Buttram	Hugh Webb Malcolm Street James Hudson	..... UP
BESSEMER	WJLD	1400	250	J. Leslie Doss Hotel Gary 2300	....	J. Leslie Doss J. Ed Reynolds J. Ed Reynolds	Leland Childs Leland Childs Einer Larsen	..... World PA
BIRMINGHAM	WAPI	1170 CP-1070	5,000-LS 1,000-N SA-5,000-U CP-5,000-U	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Ed Norton Thad Holt Thad Holt Thad Holt	Lionel Baxter ..... Norman S. Hurley	Radio Sales UP
	WBRC	960	5,000	Birmingham Bestg. Co. Inc. 2nd Ave. & 18th St. N. 4-7741	NBC	K. G. Marshall J. C. Bell J. C. Bell	Herbert C. Grieb ..... J. C. Bell	Raymer Standard INS
	WSGN	610	5,000-LS 1,000-N	Birmingham News Co. Dixie Carlton Hotel 4-3434	Blue MBS	V. H. Hanson Henry P. Johnston Henry P. Johnston	Bill Terry Bob Venn Paul B. Cram	Headley-Reed Biddick Thesaurus PA
DECATUR	WMSL	1400	250	Tennessee Valley Bestg. Co. Inc. Box 411 802	MBS	Lt. M. K. Vickrey, USN	....	..... UP
DOTHAN	WAGF	1400	250-D	Dothan Broadcasting Co. 204½ E. Main St. 1430	....	Partnership Julian C. Smith Fred C. Moseley	Carl E. Snellgrove ..... John T. Hubbard	..... Standard PA
GADSDEN	WJBY	1240	250	Gadsden Broadcasting Co. 108 Broad St. 88	MBS	B. H. Hopson B. T. Benton Sam Benton	B. T. Benton ..... Lawrence Brunes	Sears & Ayer
HUNTSVILLE	WBHP	1230	250	Wilton Harvey Pollard 318 W. Clinton St. 313	MBS	W. H. Pollard W. H. Pollard R. H. Albright	John Garrison ..... John Garrison	..... UP
MOBILE	WALA	1410	5,000	Pape Broadcasting Co. 106 St. Joseph St. 3-3787	NBC	W. O. Pape H. K. Martin H. K. Martin	Charles Saunders	Headley-Reed Standard PA
	WMOB	1230	250	S. B. Quigley 600 St. Louis St. 2-4566	MBS Blue	S. B. Quigley S. B. Quigley F. E. Busby	Wallace Dunlap ..... T. L. Greenwood	Sears & Ayer World UP
MONTGOMERY	WCOV	1240	250	Capital Broadcasting Co. Inc. 2 Montgomery St. 5781	CBS	G. W. Covington Jr. G. W. Covington Jr. John C. Hughes	Joe Byars John C. Hughes W. D. Weatherly	Wilson INS
	WSFA	1440	1,000-LS 500-N	Montgomery Broadcasting Co. Inc. Jefferson Davis Hotel 8361	NBC	Howard E. Pill Howard E. Pill John B. DeMotte	Caldwell Stewart John B. DeMotte C. I. Shelkofsky	Headley-Reed Thesaurus PA, UP
MUSCLE SHOALS	WLAY	1450	250	Muscle Shoals Broadcasting Corp. Box 688, Sheffield Sheffield 1450	MBS	J. Carl Russell James E. Connolly E. J. Sperry	Ganus Scarbrough ..... Myron F. Gray	Sears & Ayer UP
OPELIKA	WJHO	1400	250-LS 100-N	Opelika-Auburn Bestg. Co. 1400 Auburn Rd. 750	MBS	Partnership F. Marion Hyatt James T. Ownby	..... James T. Ownby F. Marion Hyatt	..... UP
SELMA	WHBB	1490	100	Selma Broadcasting Co. Inc. 209 Washington St. 1233	MBS	B. H. Hopson Julien Smith Jr. Julien Smith Jr.	Marshall Parsons Jr. Erin Reynolds William Kilgore	Sears & Ayer
TUSCALOOSA	WJRD	1230	250	James R. Doss Jr. First National Bank Bldg. 4464	....	James R. Doss Jr. J. Ed Reynolds J. Ed Reynolds	Wilhelmina Quarles Alfred Owen Fred L. James	..... World INS

ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
GLOBE	KWJB	1240	250	Sims Broadcasting Co. Box 591 41	ABC	Bartley T. Sims	....	..... UP
JEROME	KCRJ	1340	250	Central Arizona Bestg. Co. 711 Hampshire Blvd. 88	ABC	Mrs. Della Tovrea Stuart Howard Kuhn	....	.....
LOWELL	KSUN	1230	250	Copper Electric Co. Inc. Drawer C Bisbee 9	Arizona	Carleton W. Morris Carleton W. Morris Gerald C. O'Brien	Marion C. McKinney Gerald C. O'Brien J. Earl Hickman	..... TP, PA
PHOENIX	KOY	550	1,000	Salt River Valley Broadcasting Co. 836 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler Harold A. Safford John L. Hogg	John R. Williams Frances C. Myers Robert B. Thompson	Blair World PA, TP
	KPHO	1230	250	M. C. Reese First National Bank Bldg. 3-3197	....	M. C. Reese	....	..... Associated INS
	KTAR	620	5,000	KTAR Broadcasting Co. Heard Bldg. 4-4161	NBC ABC	Arizona Republic Dick Lewis J. R. Heath	J. Howard Pyle T. M. Pennington Harold Haughawout	Raymer Thesaurus Standard UP

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.

(Data corrected to January 1, 1943)

ARIZONA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
PRESCOTT	KYCA	1490	250	Southwest Broadcasting Co. E. Gurley St. 244	ABC	Richard O. Lewis Harold Ritter Harold Ritter	Roberta Pfister ..... Frederick Blackburn	..... Thesaurus
SAFFORD	KGLU	1450	250	Gila Broadcasting Co. Sixth Ave. & Relation St. 15	NBC ABC	Louis F. Long Paul Merrill Paul Merrill	Willard Shoecraft Willard Shoecraft Herbert Hartman	..... Standard UP
TUCSON	KTUC	1400	250	Tucson Broadcasting Co. Box 390 5800	CBS Arizona	Ralph Bilby Lee Little	Wayne Sanders ..... Cliff Livingston	..... World PA
	KVOA	1290	1,000	Arizona Broadcasting Co. Inc. 48 E. Broadway 3703	NBC ABC	R. B. Williams R. B. Williams	Andrew White ..... Ray Holsclaw	Raymer Thesaurus UP
YUMA	KYUM	1240	250	Yuma Broadcasting Co. First St. & 19th Ave. 88	NBC ABC	R. N. Campbell Harper M. Phillips Harper M. Phillips	.... Leavenworth Wheeler	..... Thesaurus

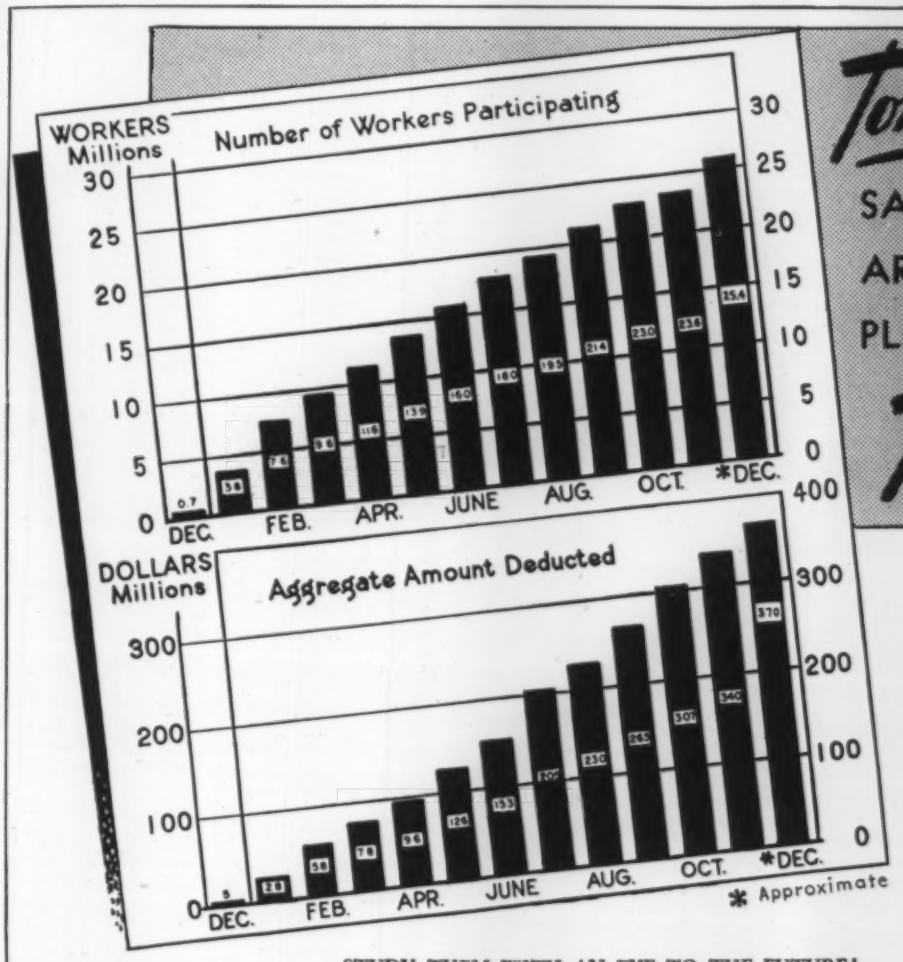
ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BLYTHEVILLE	KLCN	900	1,000-D	Fred O. Grimwood Blytheville 2093	....	Fred O. Grimwood Harold Sudbury Harold Sudbury	J. T. Sudbury J. T. Sudbury Robert Conner	Foreman UP
EL DORADO	KELD	1400	250	Radio Enterprises Inc. Country Club Colony 1313	Blue Arkansas	T. H. Barton R. E. Meinert Ewing Canaday L. B. Russel	Mary Gideon H. T. MacDonough Ewing Canaday	..... Standard INS
FORT SMITH	KFPW	1400	250	Southwestern Hotel Co. Inc. 1215 Garrison Ave. 4106	Arkansas	John A. England J. E. Garner Bill Slates	Dorothy Gibson Bill Slates John M. Van Horn	..... Thesaurus World UP
HELENA	KFFA	1490	250	Helena Broadcasting Co. 215 York St. Main 59	....	Sam W. Anderson Sam W. Anderson Sam W. Anderson	Rosalind Mundt J. Q. Floyd J. C. Warren	Cox & Tanz Thesaurus UP
HOT SPRINGS	†KTHS ST-KRLD	1090 5,000-N	10,000-LS SA-10,000-LS 1,000-N	Radio Broadcasting Inc. 135 Benton St. 1160	Blue Arkansas	John C. McCormack K. K. Kellam K. K. Kellam	Eva Lee Davis ..... Cecil L. Suitt	Branham Standard UP
	KWFC	1340	250	Hot Springs Broadcasting Co. Hot Springs	MBS	Clyde E. Wilson Howard A. Shuman	....	.....
JONESBORO	KBTM	1230	250	Regional Broadcasting Co. KBTM Bldg. 597	MBS Arkansas	Jay P. Beard Jay P. Beard Everidge Smith	Beauton Wood Veda Beard Earl Hodges	.....
LITTLE ROCK	KARK	920	5,000	Arkansas Radio & Equipment Co. 112 E. Capitol Ave. LD-224	NBC Arkansas So. Central	T. H. Barton G. E. Zimmerman C. K. Beaver	Paul O. Godt Julian F. Haas Dan L. Winn	Petry Standard INS
	KGHI	1230	250	Arkansas Broadcasting Co. Gazette Bldg. 9166	Blue MBS	A. L. Chilton S. C. Vinsonhaler R. E. Rives	Anne Mehaffy P. E. Denton K. F. Tracy	..... Standard
	KLRA	1420 CP-1010 SA-1010	5,000 CP-10,000-LS 5,000-N SA-10,000-LS 5,000-N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	A. L. Chilton S. C. Vinsonhaler S. C. Vinsonhaler	M. N. Bostick P. E. Denton K. F. Tracy	Katz Thesaurus UP
PINE BLUFF	KOTN	1490	250	Universal Broadcasting Corp. 505½ Main St. 721	MBS Arkansas	B. J. Parrish B. J. Parrish B. J. Parrish	Ayleene Somervell R. W. Etter B. J. Parrish	..... UP
SILOAM SPRINGS	KUOA	1290	5,000-D	KUOA Inc. Siloam Springs 77	Arkansas	Richard Hodges Storm Whaley Galen Gilbert	Galen Gilbert Galen Gilbert Cecil Smith	Walker World UP
TEXARKANA	KCMC	1450	250	(See Texarkana, Tex.)				

†KTHS holds special authorization to operate with WBAL, Baltimore.

CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BAKERSFIELD	KERN	1410	1,000	McClatchy Broadcasting Co. 17th & I Sts. 8-8431	Blue Golden West	Eleanor McClatchy Deane Banta Deane Banta	Irma Jean Thompson Richard Brothers Luverne Shatto	Raymer McClatchy Standard INS
	KPMC	1560	1,000	Pioneer Mercantile Co. P. O. Box 1709 8-8581	MBS Don Lee	F. G. R. Schamblin L. A. Schamblin L. A. Schamblin	C. C. Sturm Harold Carlock Leo P. Jarvis	Blair Thesaurus World UP
BERKELEY	KRE	1400	250	Central California Broadcasters Inc. 601 Ashby Ave Ashberry 7715	....	Arthur Westlund Arthur Westlund Arthur Westlund	Don Hambly Don Hambly Phil McKernen	..... Standard INS
CHICO	KHSL	1290	1,000	Golden Empire Bcstg. Co. Inc. Fourth & Broadway 237	MBS Don Lee	Hugh McClung M. F. Woodling Henry Watton	Mabel Swift ..... Emory P. Milburn	Grant Standard UP
EL CENTRO	KXO	1490	100	Valradio Inc. 793 Main St. 1100	MBS Don Lee Golden West	Thomas E. Sharp Kenneth H. Thornton Belle Hovey	Jean Jordan Anthony Ricca James R. Coin	..... Standard



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THESE CHARTS SHOW ESTIMATED PARTICIPATION IN PAYROLL SAVINGS PLANS FOR WAR SAVINGS BONDS *(Members of Armed Forces Included Starting August 1942)*

STUDY THEM WITH AN EYE TO THE FUTURE!

There is more to these charts than meets the eye. Not seen, but clearly projected into the future, is the sales curve of tomorrow. Here is the thrilling story of over 25,000,000 American workers who are today voluntarily saving close to FOUR AND A HALF BILLION DOLLARS per year in War Bonds through the Payroll Savings Plan.

Think what this money will buy in the way of guns and tanks and planes for Victory today—*and mountains of brand new consumer goods tomorrow.* Remember, too, that War Bond money grows in value every year it is saved, until at maturity it returns $4 for every $3 invested!

Here indeed is a solid foundation for the peace-time business that will follow victory. At the same time, it is a real tribute to the voluntary American way of meeting emergencies that has seen us through every crisis in our history.

But there is still more to be done. As our armed forces continue to press the attack in all quarters of the globe, as war costs mount, so must the record of our savings keep pace.

Clearly, on charts like these, tomorrow's Victory —*and tomorrow's sales curves*—are being plotted today by 50,000,000 Americans who now hold WAR BONDS.

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War Savings Bonds

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BROADCASTING MAGAZINE

U. S. GOVERNMENT PRINTING OFFICE 505500

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1943)

CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
EUREKA	KIEM	1480	1,000	Redwood Broadcasting Co. Inc. Box 43 93	MBS Don Lee	William B. Smullin William B. Smullin C. Paul Corbin	Betty Anderson ..... Alvor Olson	Blair World UP, TP
FRESNO	KARM	1430	5,000	KARM, The George Harm station 1333 Van Ness Ave. 4-2966	CBS	Mrs. Hattie Harm Clyde F. Coombs Ned L. Brown	Dean M. Metcalf ..... John F. Scales	Free & Peters Standard INS
	KFRE	1340	250	J. E. Rodman T. W. Patterson Bldg. 4-5001	MBS Don Lee	J. E. Rodman Paul R. Bartlett Paul R. Bartlett	Gene Chenault Gene Chenault Sheldon Anderson	..... Associated UP
	KMJ	580	5,000	McClatchy Broadcasting Co. Van Ness & Calaveras Sts. 36277	NBC Golden West	Eleanor McClatchy Keith B. Collins Keith B. Collins	Andy Patterson Connie Marill William N. Wallace	Raymer McClatchy Thesaurus UP
GLENDALE	KIEV	870	250-D	Cannon System Ltd. 102 N. Glendale Ave. Citrus 1-1133 Los Angeles—Chapman 5-2388	....	David H. Cannon L. W. Peters L. W. Peters	Charles Rogers	..... UP
LONG BEACH	KFOX	1280	1,000	Nichols & Warinner Inc. 220 E. Anaheim St. 672-81	Golden West	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Biddick Standard Lang-Worth UP
	KGER	1390	5,000	Consolidated Broadcasting Corp. 435 Pine Ave. 660-41	....	C. Merwin Dobyns C. Merwin Dobyns Lee Wynne	Helene Smith Tom Hunter Jay Tapp	Wilson World Standard Lang-Worth PA
LOS ANGELES	KECA	790	5,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	Blue	Earle C. Anthony William B. Ryan Clyde P. Scott	John I. Edwards Elmer D. Pederson Curtis W. Mason H. L. Blatterman	Free & Peters Standard Lang-Worth PA, UP
	KFAC	1330	1,000	Los Angeles Broadcasting Co. Inc. 645 S. Mariposa Ave. Fitzroy 1231	....	E. L. Cord Calvin J. Smith Calvin J. Smith Calvin J. Smith	Don Otis Calvin J. Smith H. W. Anderson	..... PA, UP
	KFI	640	50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC	Earle C. Anthony William B. Ryan Clyde P. Scott	John I. Edwards Elmer D. Pederson Curtis W. Mason H. L. Blatterman	Petry Standard Lang-Worth UP
	*KFSG	1150 ST-KRKD	2,500-LS 1,000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1140	....	Aimee Semple McPherson Giles N. Knight	Jack Carmaine ..... Myron E. Kluge	..... UP
	KFVD	1020 L-KDKA	1,000	Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391	....	J. Frank Burke J. Frank Burke Jr. F. J. Smalley Jr.	Howard Gray F. J. Smalley Jr. John Smithson	..... Lang-Worth UP
	KFWB	980	5,000	Warner Bros. Broadcasting Corp. 5833 Fernwood Ave. Hempstead 5151	....	Louis J. Halper Harry Maizlish	Manning Ostroff William Ray Harry Myers	Rambeau PA, UP, INS
	KGFJ	1230	100	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434	....	Ben S. McGlashan H. Duke Hancock H. Duke Hancock	Thelma Kirchner	..... Associated Standard INS
	KHJ	930	5,000	Don Lee Broadcasting System 5515 Melrose Ave. Hollywood 8111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss Bruce G. Eells	Van C. Newkirk Fair Taylor Frank M. Kennedy	Blair World PA, INS
	KMPC (Beverly Hills)	710	10,000	KMPC, The Station of the Stars 9631 Wilshire Blvd. Bradshaw 2-4411	Golden West	G. A. Richards Robert O. Reynolds Herbert Wixon	William L. Forman Alice Belding Loyd Sigmon	Raymer Associated Lang-Worth UP
	KMTR	570	1,000	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	....	Reed Callister Kenneth O. Tinkham Kenneth O. Tinkham	Kenneth O. Tinkham Kenneth O. Tinkham Peter Wilson	Burn-Smith Lang-Worth Standard INS
	KNX	1070	50,000	Columbia Broadcasting System Inc. 6121 Sunset Blvd. Hollywood 1212	CBS	CBS-Donald W. Thornburgh Donald W. Thornburgh Harry W. Witt	Russ Johnston George L. Moskovics Lester H. Bowman	Radio Sales Associated PA, UP, INS
	KRKD	1150 ST-KFSG	2,500-LS 1,000-N	Radio Broadcasters Inc. Spring Arcade Bldg. Tucker 7111	....	Frank P. Doherty Ned Connor Ned Connor	Ned Connor Ned Connor Willis Freitag	..... INS, TP
MARYSVILLE	KMYC	1450	250	Marysville-Yuba City Bcstrs. Inc. 519 E St. 2080	MBS Don Lee	H. E. Thomas Joe D. Carroll Homer McDonald	Jayne Russell ..... Bud Ballard	Grant Standard
MERCED	KYOS	1490	250	Merced Broadcasting Co. G. Street Grade 1430	MBS Don Lee	Hugh McClung Mel D. Marshall Karl Kreuger	JoAnn Evans George Spelvin John E. Boren	Grant Standard UP
MODESTO	KTRB	860	1,000	KTRB Broadcasting Co. Inc. Box 493 774	....	William H. Bates Jr. William H. Bates Jr. Douglas McCreary	Cecil Lynch Douglas McCreary William H. Bates Jr.	Biddick Grant UP, INS
MONTEREY	KDON	1240	250	Monterey Peninsula Bcstg. Co. 275 Pearl St. 8501	MBS Don Lee	Paul Caswell Howard V. Walters Bernard E. Cooney	H. V. Walters ..... Edward C. Duty	Grant Thesaurus UP
OAKLAND	KLS	1310	1,000	Warner Bros. 327 21st St Highgate 1212	....	S. W. & E. N. Warner S. W. Warner F. W. Morse	Marian L. Craig F. W. Morse H. E. Falknor	Biddick INS
	KLX	910	1,000	Tribune Building Co. Tribune Tower Templebar 6000	....	J. R. Knowland Jr. Adriel Fried Adriel Fried	..... Carl Cronin Edna Mae Gagnier Roswell Smith	McGillvra World PA
	KROW	960	1,000	Educational Broadcasting Corp. 464 19th St. Glencourt 6774	....	W. I. Dumm Philip G. Lasky A. V. Bamford	Wallace Elliott Mary Lewis C. E. Downey	Free & Peters Standard Lang-Worth INS

XUM

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
PASADENA	KPAS	1110	10,000	Pacific Coast Broadcasting Co. 1401 S. Oak Knoll Ryan 1-6991	....	J. Frank Burke Sr. Loyal K. King John L. Akerman	Howard Bell John L. Akerman John A. Smithson	McGillvra Associated Lang-Worth INS, TP
	*KPPC	1240 ST-KFXM	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193	....	C. Franklin Ward C. Franklin Ward	Leon Hall ..... N. Vincent Parsons	.....
	KWKW	1430	1,000-D	Southern Calif. Broadcasting Co. 425 E. Green St. Sycamore 2-6155	....	Marshall S. Neal Marshall S. Neal R. L. Rust	Dwight A. Hauser ..... Paul Spargo	..... Standard Radio UP
REDDING	KVCV	1230	250	Golden Empire Bcstg. Co. Redding 1646	MBS Don Lee	Hugh McClung Ralph R. Bryan Fred M. Stuelpnagel	Jane Maluvius Orville F. Burda Russell Pope	Grant Standard UP
RIVERSIDE	KPRO	1440	1,000	Broadcasting Corp. of America 3401 Russell St. 6299	Golden West	William L. Gleeson Howard Ray H. A. P. Polite	Grant Holcomb Jr. ..... Robert McGaughey	McGillvra Associated World INS
SACRAMENTO	KFBK	1530	10,000	McClatchy Broadcasting Co. 7th & Eye Sts. 2-5011	Blue Golden West	Eleanor McClatchy Leo O. Ricketts Robert Stoddard	Howard Bailey ..... Stam Sronce	Raymer McClatchy Thesaurus UP
	KROY	1240	100	Royal Miller Radio Hotel Sacramento Bldg. 3-2525	CBS	Royal Miller Mrs. Royal Miller D. E. Lundy	Garland Schuler Rose Marie Douglass Howard Martineau	Biddick McGillvra Standard INS
SAN BERNARDINO	KFXM	1240 ST-KPPC	250	Lee Bros. Broadcasting Co. 512 Fifth St. 4761	MBS Don Lee	J. C. & E. W. Lee Maury A. Vroman Maury A. Vroman	..... C. Lowell Smith Richard T. Sampson	Blair Standard INS
SAN DIEGO	KFMB	1450	250	Worcester Broadcasting Corp. 1375 Pacific Blvd. Main 2114	....	Warren B. Worcester Estate Jack Gross Jack Gross	Joe S. Walters	Wilson Standard PA
	KFSD	600	1,000	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	Blue Golden West	Thomas E. Sharp Thomas E. Sharp John Babcock	Leah McMahon John Babcock	Raymer Thesaurus UP
	KGB	1360	1,000	Don Lee Broadcasting System 1012 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee Sidney W. Fuller William A. Evans	James Dillon William A. Evans Vern Milton	Blair World
SAN FRANCISCO	KFRC	610	5,000	Don Lee Broadcasting System 1000-Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee Dan Donnelly Dan Donnelly	Pat Kelly Francis Sarcander J. McArdle	Blair World PA, INS
	KGO	810	7,500	Blue Network Co. Inc. Taylor & O'Farrell Sts. Graystone 6565	Blue	Blue Network ..... L. Ray Rhodes	Robert E. Dwan J. G. Paltridge T. B. Palmer	Blue Spot Thesaurus Standard PA, INS, UP
	KJBS	1100 L-WTAM	500	Julius Brunton & Sons Co. 1470 Pine St. Ordway 4148	....	S. B. & Ralph R. Brunton E. P. Franklin E. P. Franklin	Harry Wickersham	Rambeau Griffith Standard Lang-Worth UP, INS
	KPO	680	50,000	National Broadcasting Co. Inc. 420 Taylor St. Graystone 8700	NBC	NBC-John W. Elwood John W. Elwood Alfred W. Crapsey	Robert R. Seal S. H. Schaffer George Greaves	NBC Spot Thesaurus PA, UP, INS
	KSAN	1450	250	Golden Gate Broadcasting Corp. 1355 Market St. Market 8171	....	S. H. Patterson Jerry Akers Jerry Akers	George Taylor George Taylor James Norwood	..... UP
	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 4576	Golden West	W. I. Dumm Lincoln Dellar Morton Sidley	Harlan Dunning Morton Sidley Royal V. Howard	Weed Associated Standard Lang-Worth UP, INS
	KYA	1260	5,000-LS 1,000-N	Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2536	....	Wilfrid L. Davis Wilfrid L. Davis Don Fedderson	E. E. Rountree ..... Paul C. Schulz	Spot Sales Associated Standard PA, INS
SAN JOSE	KQW	740	5,000	Pacific Agricultural Foundation Ltd. Palace Hotel Exbrook 3233	CBS	Ralph R. Brunton C. L. McCarthy C. L. McCarthy	Ken Craig Anne Director W. C. Gilman Robert Davis	Petry Thesaurus Standard UP
SAN LUIS OBISPO	KVEC	1230	250	The Valley Electric Co. Mt. View & Hill Sts. 1100	MBS Don Lee	Christina M. Jacobson Les Hacker Joe Shuttleworth	Al Carmona Les Hacker Earle Travis	Blair Standard PA
SANTA ANA	KVOE	1490	250	Voice of the Orange Empire Inc. Ltd. 307 N. Broadway 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins Betty I. Sorenson Wallace S. Wiggins	Blair
SANTA BARBARA	KDB	1490	250	Don Lee Broadcasting System 15 E Haley St. 4131	MBS Don Lee	Thomas S. Lee Fin Hollinger Fin Hollinger	Peggy Lou Welsh Barbara Ann Hitchcock William C. Buckley	Blair World
	KTMS	1250	1,000	News-Press Publishing Co. De la Guerra Plaza 6111	Blue Golden West	Thomas M. Storke Louis F. Kroeck Louis F. Kroeck	Ken Peters Jess Jones W. W. Wileman	Raymer PA
SANTA ROSA	KSRO	1350	1,000	E. L. Finley Estate Press Democrat Bldg. 110	....	Ruth W. Finley, Executrix Wilt Gunzendorfer Wilt Gunzendorfer	Karl Barron Wilt Gunzendorfer Howard McCauley	Biddick Thesaurus World PA, UP
STOCKTON	KGDM	1140	5,000	E. F. Peffer 42 S. California St. 4-4551	CBS	E. F. Peffer E. Smith E. Smith	Don Ralph ..... Fred Eilers	Blair Grant World INS
	KWG	1230	100	McClatchy Broadcasting Co. Hotel Wolf 2-2727	Blue Golden West	Eleanor McClatchy George Ross Jay Spracher	Bill Straub ..... Lee Berryhill	Raymer McClatchy Standard UP
VISALIA	KTKC	940	5,000	Tulare-Kings Counties Radio Assoc. Box 511 575	Blue	Charles A. Whitmore Charles P. Scott Millard Kibbe	Gerry Erwin Charles P. Scott Bert Williamson	Rambeau Biddick Grant World PA
WATSONVILLE	KHUB	1340	250	Luther E. Gibson Box 349 1700	....	Luther E. Gibson Ed Calder Ed Calder	Yvonne Dale	Forjoe Biddick World

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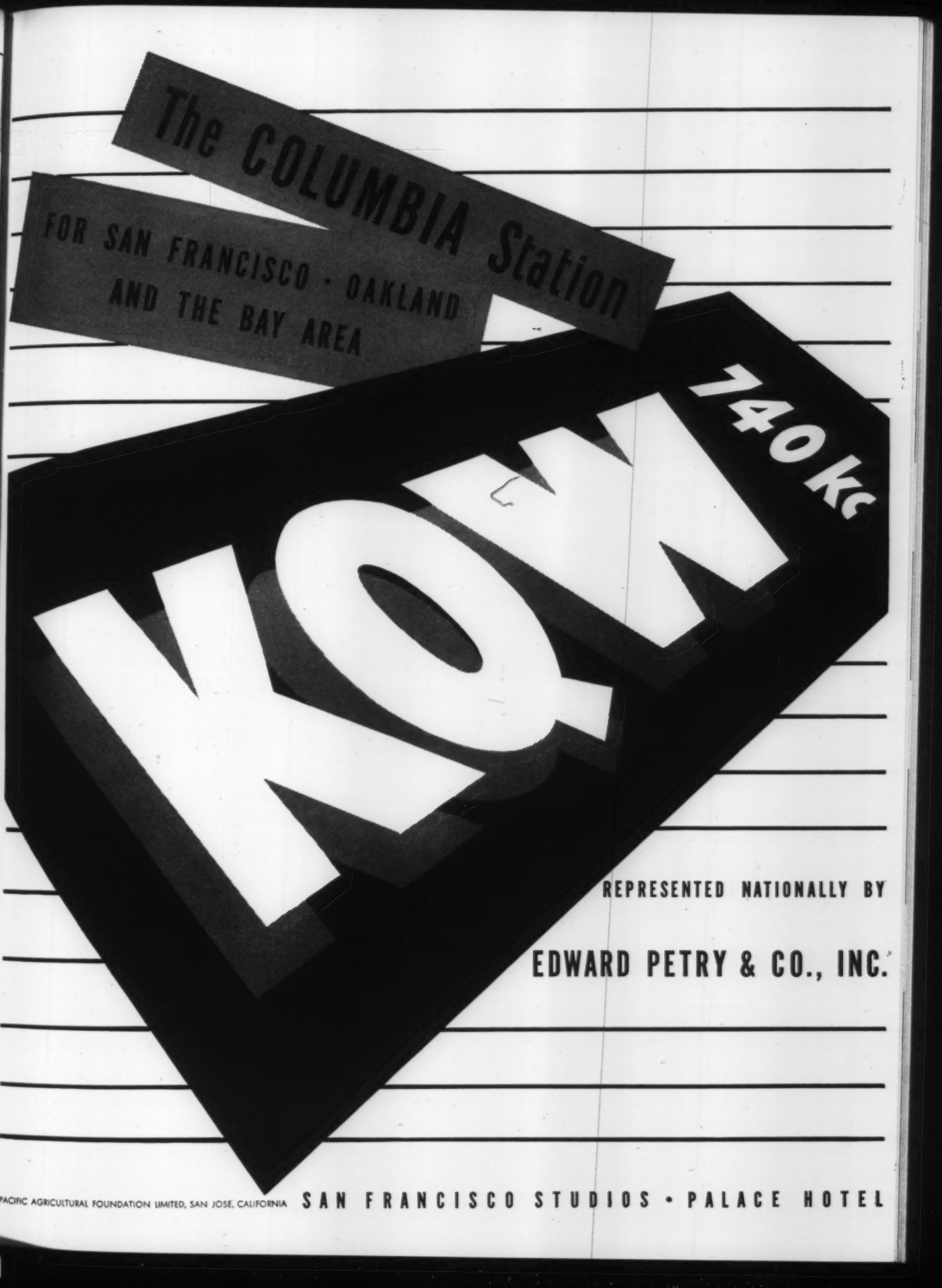
The COLUMBIA Station
FOR SAN FRANCISCO · OAKLAND
AND THE BAY AREA
740 kc
KQW
REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
PACIFIC AGRICULTURAL FOUNDATION LIMITED, SAN JOSE, CALIFORNIA
SAN FRANCISCO STUDIOS • PALACE HOTEL

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALAMOSA	KGIW	1450-SH	250	E. L. Allen Alamosa 26	....	E. L. Allen	....	.....
COLORADO SPRINGS	KVOR	1300	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	E. K. Gaylord Dudley Tichenor Dudley Tichenor	Miss Zelle Wade ..... H. C. Strang	Katz Thesaurus PA
DENVER	KFEL	950	5,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Eugene P. O'Fallon Frank L. Bishop Holly Moyer	Cecil Seavey Louise Alterman Walter R. Selden	Blair World Standard PA, TP
	KLZ	560	5,000	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord Hugh B. Terry Fred C. Mueller	Austin Williams Elmer Fondren Harvey Wehrman	Katz Associated INS
	KMYR	1340	250	F. W. Meyer 1626 Stout Main 4161	....	F. W. Meyer A. G. Meyer Mark Schreiber	Pat Burns Kidder A. G. Meyer Glenn L. James	Rambeau Standard UP
	KOA	850	50,000	National Broadcasting Co. Inc. 1625 California St. Main 6211	NBC	NBC-James R. MacPherson James R. MacPherson James R. MacPherson	Clarence C. Moore Randolph F. Smith Robert H. Owen	NBC Spot Thesaurus Standard PA, UP, INS
	*KPOF	910 ST-KFKA	1,000	Pillar of Fire 1845 Champs St.	....	Bishop Alma White	....	.....
	KVOD	630	5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	Blue	William D. Pyle Thomas C. Ekrem Thomas C. Ekrem	V. W. Corbett Ben H. Stanton W. D. Pyle T. C. Ekrem	McGillvra Associated Lang-Worth UP
DURANGO	KIUP	1400	250	San Juan Broadcasting Co. 2800 Main Ave. 117	....	John W. Turner Raymond M. Beckner Raymond M. Beckner	Raymond M. Beckner ..... John L. Antic	..... TP
GRAND JUNCTION	KFXJ	920	1,000-LS 500-N	Western Slope Broadcasting Co. La Court Hotel 126	MBS	Rex Howell Rex Howell Charles Howell Rex Howell	Mildred Fuller ..... Eph Towne	..... World UP
GREELEY	KFKA	910 ST-KPOF	1,000	Mid-Western Radio Corp. 620 Eighth Ave. 450	MBS	H. E. Green Francis A. Price Francis A. Price	Dorothy MacClary ..... Kenneth Cooper	Walker UP
LA JUNTA	KOKO	1400	250	Southwest Broadcasting Co. Box 485 42	....	Leonard E. Wilson Leonard E. Wilson Leonard E. Wilson	Charles Schroll Leonard E. Wilson Leonard E. Wilson	..... Standard TP
PUEBLO	KGHF	1350	500	Curtis P. Ritchie Pueblo Savings & Trust Bldg. 3877	Blue	Curtis P. Ritchie J. H. McGill Maxson Bevens	Fred Amos Maxson Bevens Phil Gundy	Wilson World PA
STERLING	KGEK	1230-SH	100	Elmer G. Beehler Sterling 679	....	Elmer G. Beehler	....	.....

CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRIDGEPORT	WICC	600	1,000-LS 500-N	Yankee Network Inc. Hotel Stratfield 6-1121	MBS Yankee	William F. O'Neil John Shepard 3rd Joseph Lopez Joseph Lopez	Florence Ballou James Powers (Boston) George Keich	Petry Associated Standard INS
	WNAB	1450	250	Harold Thomas 991 Broad St. 3-3112	Blue Connecticut	Harold Thomas Levon Thomas Ken Thomas	Jean O'Shea Ken Thomas Vinnie DeLaurentis	Rambeau Lang-Worth PA
HARTFORD	WDRC	1360	5,000	WDRC Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle Franklin M. Doolittle William F. Malo	Walter B. Haase William F. Malo Italo A. Martino	Raymer Foster Associated Lang-Worth UP
	WNBC	1410	5,000	State Broadcasting Corp. 54 Pratt St. 7-9131	Blue Atlantic Coast Connecticut	Patrick J. Goode Richard W. Davis Laurence Edwardson	Ralph Kanna Ralph Kanna Rogers B. Holt	Headley-Reed Bannan Standard Lang-Worth UP
	WTHT	1230	250	Hartford Times Inc. 983 Main St. 2-0237	MBS Yankee Colonial	Francis S. Murphy C. Glover DeLaney C. Glover DeLaney	Frederic E. Beiber ..... Albert H. Carr	McKinney Lang-Worth PA
	WTIC	1080	50,000	Travelers Bestg. Service Corp. 26 Grove St. 2-3181	NBC New England	Travelers Insurance Co. Paul W. Morency Walter Johnson	T. C. McCray J. F. Clancy Herman D. Taylor	Weed World Lang-Worth PA, INS, TP
NEW HAVEN	WELI	960	1,000-LS 500-N	City Broadcasting Corp. 221 Orange St. 8-1133	Blue Atlantic Coast Connecticut	Patrick J. Goode James T. Milne James T. Milne	Charles H. Wright Miss Marion Reynolds J. Gordon Keyworth	Foster World UP
NEW LONDON	WNLC	1490	250	Thames Broadcasting Corp. Mohican Hotel 4900	MBS Yankee Connecticut	Roderick L. Morey Gerald J. Morey Ivon B. Newman	Ted Hodge Ivon B. Newman Francis Stephens	Foster
STAMFORD	WSRR	1400	250	Stephen R. Rintoul Atlantic St. 4-7575	Blue Connecticut	Stephen R. Rintoul Harold H. Meyer Harold H. Meyer	Gail Smith Cameron Mitchell Edward Markman	..... World UP
WATERBURY	WATR	1320	1,000	Harold Thomas 71 Grand St. 3-5161	MBS Yankee Connecticut	Harold Thomas Harold Thomas Samuel Elman	James Parker ..... Harold Thomas	Rambeau TP
	WBRY	1590	1,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	William J. Pape Erwin J. Frey Erwin J. Frey	Walter Osborne Howard Erwin J. Frey Frank Hales	McGillvra Bannan Thesaurus PA

STANDOUT

KLZ is *THAT* Kind of station . . . doing *THAT* kind of job in the Denver area for its listeners and its advertisers!

KLZ Denver

5,000 WATTS—560 Kc.

Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City ★ Represented by The Katz Agency, Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representation Transc. Library News Service
WILMINGTON.....	WDEL	1150	5,000	WDEL Inc. 10th & King Sts. 7268	NBC Mason-Dixon	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Harvey Smith Herman Reitzes J. E. Mathiot	Raymer UP
	WILM	1450	250	Delaware Broadcasting Co. 920 King St. 7268	MBS Mason-Dixon	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Bernard Fabrizi George Kienzle Jr. J. E. Mathiot	Raymer Thesaurus UP

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representation Transc. Library News Service
WASHINGTON.....	WINX	1340	250	WINX Broadcasting Co. Eighth & Eye Sts. N. W. Republic 8000	....	Lawrence J. Heller Lawrence J. Heller Harold Levey	Sam W. Lawder Harold Levey Ralph E. Cannon	Walker Standard Lang-Worth INS
	WJSV	1500	50,000	Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200	CBS	CBS-Earl H. Gammons Chas. J. Burkland William D. Murdock	John H. Heiney Lee Chadwick Clyde M. Hunt	Radio Sales World Lang-Worth PA, UP
	WMAL	630	5,000	Evening Star Broadcasting Co. 724 14th St., N. W. National 5400	Blue	Washington Star K. H. Berkeley Ben B. Baylor Jr.	Jack Edmunds ..... David Hunter	Blue Spot Thesaurus Associated Standard PA, UP, INS
	WOL	1260	1,000	American Broadcasting Co. 1627 K St., N. W. Metropolitan 0010	MBS	Helen S. Mark W. B. Dolph James Fishback	Madeline Ensign Charles Zurhorst Henry H. Lyon	Spot Sales Associated Standard Lang-Worth UP, TP
	WRC	980	5,000	National Broadcasting Co. Inc. 724 14th St., N. W. Republic 4000	NBC	NBC-Frank M. Russell Carleton D. Smith John H Dodge	Fred Shawn Neal Hathaway A. E. Johnson	NBC Spot Thesaurus Associated Standard PA, UP, INS
	WWDC	1450	250	Capitol Broadcasting Co. 1000 Connecticut Ave., N. W. National 7203	Atlantic Coast	Joseph Katz G. Bennett Larson G. Bennett Larson	Norman Reed ..... U. L. Lynch	Burn-Smith Thesaurus PA

FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representation Transc. Library News Service
DAYTONA BEACH...	WMFJ	1450	250	Lt. W. Wright Esch 126½ Magnolia Ave. 91	Blue	Lt. W. Wright Esch Ray Clancy John Pitts	William M. Johns Ray Clancy	..... Associated PA
FT. LAUDERDALE...	WFTL	1400 CP-710	250 CP-10,000	Ralph A. Horton 2700 S. Andrews Ave. 1300	MBS	Ralph A. Horton Steve Vetter Oscar Daily	Russell Jones Russell Jones Joe L. Stewart	..... Associated UP
FORT MYERS.....	WFTM	1240	250	Fort Myers Broadcasting Co. Inc. 54 E. First St. 818	....	Ronald B. Woodyard James P. Turner D. S. Kirkpatrick	Carl Hall June Warner William Lee	..... UP
GAINESVILLE.....	WRUF	850 L-KOA	5,000	University of Florida Gainesville 1000	MBS	State of Florida Garland Powell Bud Miller	Sam Fouts William Woodbury Dr. Palmer Craig	Burn-Smith World UP
JACKSONVILLE.....	WJAX	930	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Pl. 5-5821	NBC	City of Jacksonville John T. Hopkins III John T. Hopkins III	Evelyn Boote Harry A. Cole John T. Hopkins III	Blair Cummings Thesaurus PA
	WJHP	1320	250	The Metropolis Co. 500 Laura St. 5-7610	Blue MBS	John H. Perry Wallace A. Walker I. M. Koger	J. B. Rathbun J. B. Rathbun B. Hayford	Perry Lang-Worth UP
	WMBR	1400	250	Florida Broadcasting Co. 118 W. Adams St. 5-4387	CBS	Frank King Frank King Glenn Marshall Jr.	Charles M. Stone ..... Ernest Vordermark	Raymer World Lang-Worth UP
	WPDQ	1270	5,000	Jacksonville Broadcasting Corp. Gulf Life Bldg. 5-6781	....	James R. Stockton Robert R. Feagin Robert R. Feagin	.... James R. Donovan	Hollingbery Standard PA
LAKELAND.....	WLAK	1340	250	Lake Region Broadcasting Co. 1412 E. Lime 2127	NBC	S. O. Ward S. O. Ward S. O. Ward	John Fisk S. O. Ward William P. Lee	Foreman UP
LAKE WORTH.....	WWPG	1340	250	Lake Worth Broadcasting Corp. Box 1031 West Palm Beach 2-1515	MBS Blue	Charles E. Davis Fred H. Ford	....	..... Lang-Worth PA
MIAMI.....	WIOD	610	5,000	Isle of Dreams Broadcasting Corp. 600 Biscayne Blvd. 3-6444	NBC	D. J. Mahoney James M. LeGate T. O. McCullough	Robert Fidler R. W. Richards Bob Barwick Fred Clark	Hollingbery Cummings Townsend Associated Standard PA, UP, INS
	WQAM	560	1,000 CP-5,000-LS	Miami Broadcasting Co. Postal Bldg. 2-6121	CBS	Fred W. Borton Fred Mizer Norman MacKay	Hazel McGuire Norman MacKay T. C. Wisenbacker	Blair World UP

STANDING ROOM ONLY

Tampa always a solid year round market, is playing to "standing room only" for the duration. Restaurants, theatres, buses, street cars, drug stores, grocery stores and beauty shops are packing them in daily. They are lined up, 6 deep, at department store counters on busy days.

Who is this audience? Well, at least 50,000 of these new buying prospects have come to Tampa since the 1940 census. Most of them are well-paid shipyard and other war workers—families with money to spend. We are not counting the military. That's a bonus—and a big one.

Frankly, Tampa is one of the best markets in the south today. You can "spot" this market economically and thoroughly with WFLA, the most-listened-to station in the Tampa trade area. It's NBC, you know.

WFLA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO

NBC PROGRAMS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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FLORIDA—(Continued)

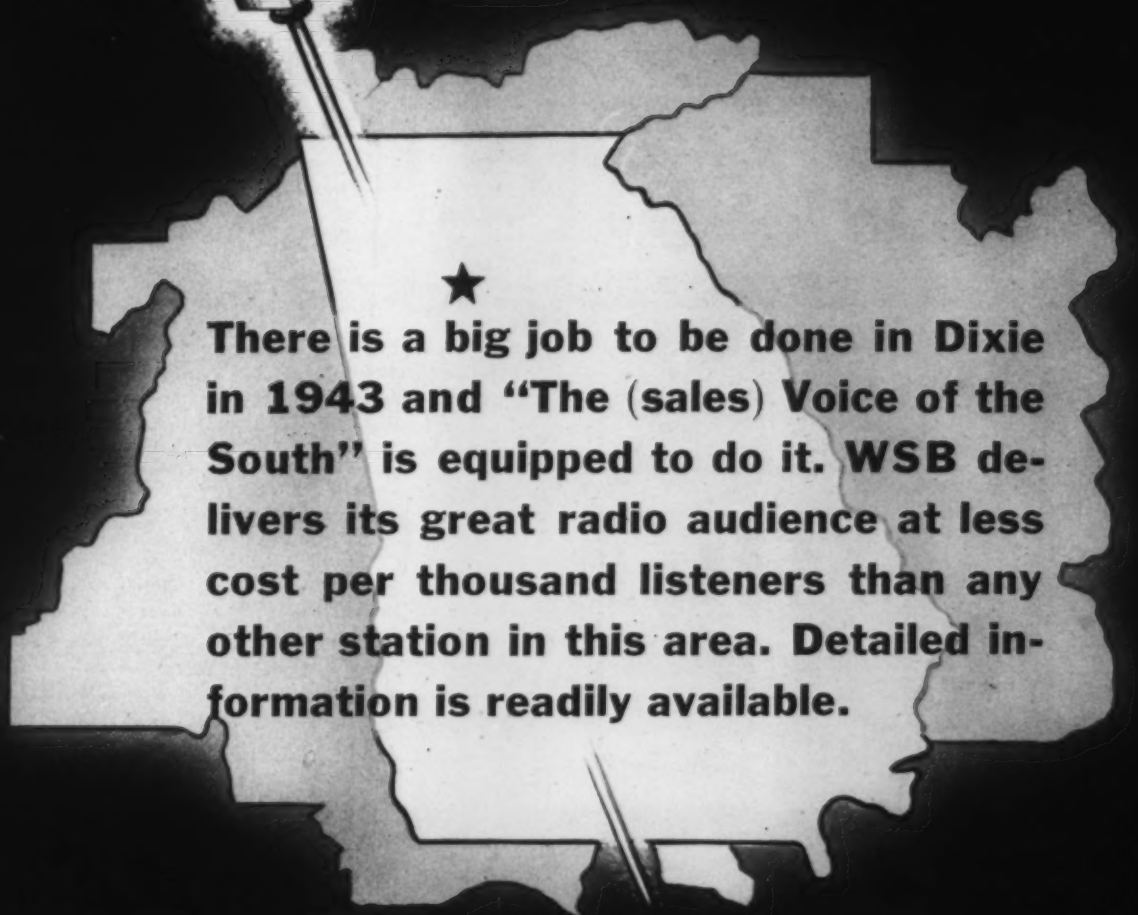
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MIAMI BEACH	WKAT	1360	1,000	A. Frank Katzentine 1759 N. Bay Rd. 5-7471	Blue	A. Frank Katzentine John C. McCloy Alex Campbell Jr.	John C. McCloy Alex Campbell Jr. Arthur Smith Thomas Magee	Spot Sales Associated UP
OCALA	WTMC	1490	100	Ocala Broadcasting Co. Inc. 1 Broadcast Place 128	Blue	John H. Perry T. S. Gilchrist Jr. T. S. Gilchrist Jr.	T. S. Gilchrist Jr. ..... Beecher Hayford	Perry UP
ORLANDO	WDBO	580	5,000	Orlando Broadcasting Co. Inc. 563 N. Orange Ave. 6181	CBS	Col. George C. Johnston Col. George C. Johnston W. G. McBride	W. G. McBride W. G. McBride James E. Yarbrough	Raymer World UP
	WLOF	1230	250	Hazelwood Inc. Angebilt Hotel 8163	Blue	Joe Sears Jr. Edward J. Lord Victor Buisset	..... Edward J. Lord Harold Jenkins	Burn-Smith Cook Thesaurus INS
PANAMA CITY	WDLP	1230	250-LS 100-N	Panama City Broadcasting Co. Inc. First & Mercer Sts. 777	....	John H. Perry Virgil G. Evans	....	Perry Standard UP
PENSACOLA	WCOA	1370	1,000-LS 500-N	Pensacola Broadcasting Co. San Carlos Hotel 4111	NBC	John H. Perry Irving F. Welch H. L. Barnett	Gene Kirby ..... G. E. Mead	Perry Associated UP
ST. AUGUSTINE	WFOY	1240	250	Fountain of Youth Broadcasting Co. Fountain of Youth Park 1400	CBS	Glenn Marshall Jr. J. Allen Brown J. Allen Brown	Bernice Nachtmann J. Allen Brown Pat Bernhard	..... UP
ST. PETERSBURG	WSUN	620	5,000	City of St. Petersburg, Fla. Municipal Pier 4747	Blue	City of St. Petersburg Norman E. Brown Jerry Wigley	Louis J. Link Jerry Whittington Louis J. Link	Weed Associated UP
	WTSP	1380	1,000-LS 500-N	Pinellas Broadcasting Co. 35th Ave. & Fourth St. N. 7849	MBS	Nelson Poynter Lex L. D. Herron Lex L. D. Herron	Harnold Falconnier Lex L. D. Herron Joseph Latimer	McGillvra UP
SARASOTA	WSPB	1450	250	WSPB Inc. Box 1110 2541	....	R. C. Jones Jr. John B. Browning John B. Browning	Jayne Taylor John B. Browning Bill Sheetz	..... World UP
TALLAHASSEE	WTAL	1340	250-LS 100-N	Florida Capitol Broadcasters, Inc. Box 989 2160	....	Gilbert Freeman William C. Wyatt William C. Wyatt	Mary Charles Fendley Mary Charles Fendley William A. Snowden Jr.	..... Lang-Worth UP
TAMPA	WDAE	1250	5,000	Tampa Times Co. Franklin & Washington Sts. M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton Carl P. Oswald William Pharr Moore	Katz World PA
	WFLA	970	5,000-LS 1,000-N	The Tribune Co. Seminole Bldg. H-1828	NBC	S. E. Thomason W. Walter Tison W. Walter Tison	Paul M. Jones Truman Green Joe M. Mitchell	Blair Cummings Thesaurus UP
WEST PALM BEACH	WJNO	1230	250	WJNO Inc. 1415 Okeechobee Rd. 3638	CBS	Louis M. Heminway Stephen Willis Stephen Willis	....	..... Standard UP

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBANY	WALB	1590	1,000	Herald Publishing Co. 138 Pine Ave. 1590	MBS	H. T. McIntosh Roger O. Van Duzer H. L. Tallman	Roger Van Duzer Felix Adams Mildred Cann Noel Martin	Burn-Smith Cook Associated PA
	WGPC	1450	250	Albany Broadcasting Co. 125½ N. Jackson St. 1370	CBS Georgia	J. W. Woodruff Jr. Henry J. East Henry J. East	Marvin C. Lorig James E. Fowler Charles Monroe Kinnett	Spot Sales Lang-Worth UP
ATHENS	WGAU	1340	250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	....	C. A. Rowland Melvin C. Gorman Melvin C. Gorman	Bill Evans Melvin C. Gorman Melvin C. Gorman	..... Standard PA, UP
ATLANTA	WAGA	590	5,000	Liberty Broadcasting Corp. 56 Marietta St., N. W. Main 5101	Blue	George B. Storer Charles A. Smithgall Maurice C. Coleman	Leon Bennett ..... Russ Shettler	Blair Associated PA, UP
	WATL	1400	250	Atlanta Broadcasting Co. Henry Grady Bldg. Walnut 4377	MBS	J. W. Woodruff Jr. J. A. Davenport G. C. Jones Jr.	Dan Hornsby G. C. Jones Jr. Bob Minton	Spot Sales Lang-Worth UP
	WGST	920	5,000-LS 1,000-N	Georgia School of Technology Forsyth St. Walnut 8441	CBS	Sam Pickard Clarence H. Calhoun Clarence H. Calhoun	John Fulton ..... Ben Akerman	Katz PA
	WSB	750	50,000	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC	James M. Cox J. Leonard Reinsch John M. Outler Jr.	Roy A. McMillan Lorin S. Myers C. F. Daugherty	Petry Standard PA, UP
AUGUSTA	WGAC	1240	250	Twin States Broadcasting Co. Augusta, Ga. 2-2692	Blue	F. Frederick Kennedy J. B. Fuqua Hub Jackson	Steve Manderson Hub Jackson D. T. Layton Jr.	Headley-Reed Associated PA
	WRDW	1480	5,000	Augusta Broadcasting Co. 10th & Broad St. 2-8805	CBS	Arthur Lucas W. R. Ringson Thurstin Bennett	Charles Pointel Charles Pointel Harvey Aderhold	Burn-Smith Thesaurus World PA, UP
BRUNSWICK	WMOG	1490	250-LS 100-N	Coastal Broadcasting Co. Brunswick 1500	....	Arthur Lucas William K. Jenkins	....	..... Thesaurus UP
CEDARTOWN	WGAA	1340	250	Northwest Georgia Bcstg. Co. West Theater Bldg. 777	....	O. C. Lam R. W. Rounsaville R. W. Rounsaville R. W. Rounsaville	R. W. Rounsaville Bob Corley Clarence Landress	Cox & Tanz PA

1ST CHOICE

OF GEORGIA LISTENERS SINCE 1922



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There is a big job to be done in Dixie in 1943 and "The (sales) Voice of the South" is equipped to do it. WSB delivers its great radio audience at less cost per thousand listeners than any other station in this area. Detailed information is readily available.

50,000 Watts **WSB** **750 K. C.**

"The Voice of the South"

ATLANTA, GEORGIA

Affiliated with the Atlanta Journal

Represented Nationally by Edward Petry & Co., Inc.